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Modern world market is getting bigger and bigger every day. It grows, it expands, it develops quickly, that's why every company should follow its tendencies and react to all changes.

When there are 100 000 plants in one country every thousand of them produces similar products. And it gets harder for them to compete with each other. So the heads of companies started to ask a question "How can we compete with all our competitors in an unusual way?" "How can we show that our company is not similar to other companies?" The solution was found.

At the beginning of the twentieth century one German architect Peter Behrens, an art director of a German company, was the first to create a corporate identity. The work of Behrens had great importance in creating new directions of design.

In the second half of the twentieth century a new tendency of marketing communications was created. It was called a corporate identity.

What is a corporate style? There are different ways to explain the definition.

Corporate style is a set of graphical forms and principles of design united by one idea, whose main task is to create a recognizable image of the company in the eyes of consumers [2].

Corporate style is a unique individuality of a company [4].

It's a system of selected color, graphic, verbal & visual design elements which provide graphic and semantic unity of products or services and all outgoing corporate information, inner and outer design. Corporate style now is a way of communication with consumers and other companies, it became more than mix of styling constants, it's a part of corporate culture.

There are a lot of elements of corporate style, these elements are:

- Trademark
- Logotype
- Slogan
- Name block
- Corporate colors
- Corporate print
- Corporate Hero
- Business cards
- Brand book
- Corporate person
- Corporate Clothing

Etc.

Nowadays you won't find any prosperous company without carefully designed means of corporate style. A unique corporate style created exclusively for a company serves to raise its recognizability, stimulate customers to have positive opinion about it, improve its image and change it with a set of information aimed at improving company's reputation [3]. All well-known companies use one or another element of corporate culture. For example these are such companies as Coca-Cola, MacDonald's, Audi, Nike, Nestle and others.

When you hear Coca-Cola first of all you imagine red color, a typical bottle and a typical print on the bottle. These are the elements of Coca-Cola corporate style. Its corporate style has been being formed for almost 125 years of its existence. The mood of advertisements can also be an element of corporate style. In advertisements of Coca-Cola Company they have friendly, warm, energetic and full of movement atmosphere

"I'm loving it!" you will say if you hear MacDonald's or see its elements of corporate style, the yellow bend letter "M", yellow packages of its branded products, which can also be elements of corporate style.

When you put on Nike trainers you say to yourself "Just Do It", and it gives you some unspeakable feeling of strength, feeling of importance.

All these elements of the corporate style help us to create a certain impression about the company. It's a kind of communication between a company and its customer.

There are three levels of consumer impression about a company: we get the first impression before visiting a company, the second appears while visiting it and the third is after visiting it. Corporate style has great influence at all of them.

The first impression is created before direct contact between a company and a consumer takes place. It's created, when a consumer sees advertisements on TV, hears them on the radio or sees them while looking through a newspaper.

The second impression is formed during direct interaction between a consumer and a company. The consumer pays attention to visual environment, inner space, appearance of personnel, colors, and some design moments. He can find them attractive or not, memorable or not, he can love it or not.

After leaving the company the consumer can be satisfied, indifferent or disappointed. He compares the satisfaction he got and money he had given. Then he can give advice to his friends whether to go to this company to satisfy their needs.

The third impression is formed after visiting a company. The consumer will hear advertisements again, will see the place again, and will hear how other people discuss it [1, p. 401].

It's important to control communication at all levels of impression, because even a slight defect in it can be the reason for consumer to leave and never come back again.

The qualitative corporate style is important for:

- Creation of a remembered and bright image of a company;
- Popularizations of a company's brand;
- The unambiguous identification by customers of production of the company [4].

So if a company wants to be a market leader and to differ from others it should create extraordinary unforgettable corporate style to gain consumers attention.

Literature references

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