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## **HOW TO CREATE A SUCCESSFUL LOGO?**

A logo is a design or symbol displayed on a company’s products, vehicles, signs etc. that expresses the company's character and purpose and makes it easy for customers to recognize and remember the company. The logo is a central part of any business’s branding, as it is usually the first point of contact for most potential consumers. Through the use of color and graphics, your logo should reflect the overall image you want your company to convey. It should give people the feeling of what your company is all about. The logo will allow you to express yourself, stand out from the competition, strengthen customer loyalty, and establish ownership.

The purpose of this research is to find out what companies should keep in mind in order to make their logos a valuable marketing and selling tool.

The logo should be unique and high-quality, but there are 5 key characteristics of a successful logo that make it instantly identifiable: simplicity, memorability, relevancy, timelessness and versatility.

Simplicity is the key ingredient for logos because most consumers only focus on a logo for a short time. Simple logos focus on highlighting the most important parts of a brand’s personality using different types of elements. For example, a symbol is a powerful way of creating simplicity, as it can instill a mental association with a particular set of values or ideas (Nike’s single swoosh and Apple’s eponymous design). Other great designs for a simple logo include letter and word marks, which dispense with images and focus on brand identification directly with fonts and colors [2].

Following closely behind the principle of simplicity, is that of memorability. An effective logo design should be memorable and memorable logos find the right balance

between the visual and textual aspects, they clearly and cohesively communicate your brand's identity and tone [1].

The logo should be appropriate for its intended purpose and relevant to the markets its company targets. It is supposed to foster the company's recognition. The primary component is the use of colors in your logo, which can trigger different emotions and make your brand recognizable to consumers. A company that sells toys for children may choose bright colors that communicate energy, fun, and excitement. The second important component is the font used in the letter or word mark. Fonts help communicate your brand's tone and its values, which ultimately help identify you better. For example, more angular and thin fonts are ideal for highlighting a company that works in technology while softer cursives are excellent for companies that work in jewelry or women's products [2].

A timeless logo is one that will remain relevant and connect with users no matter when it is being used. Timeless logos focus on quality over quantity, removing many of the unnecessary elements and crazy ideas and focusing on what works. This means focusing exclusively on your brand's core ideas and values to uncover the most effective way to transmit them. Another important aspect of timeless logos is that they keep colors simple and basic, ignoring gradients and massive palettes in favor of more selective and unique colors [2].

The last, but certainly not the least, a good logo can be used in a variety of ways, shapes, and situations. Doing this ensures the logo to be immediately recognizable, and to look its best no matter what size of the area it's placed in, or the color or material it's placed on.

To understand what makes a logo memorable and attractive to the consumer, a survey was conducted among 93 people aged from 18 to 25. The survey examined the following points:

1) Do you think that the logo helps customers remember the company and identify it in the future?

88 % of the respondents consider the logo an essential part of the company's image and agree that the logo helps them recognize the company among others. 9 % say that the logo is important but it isn't the main point of the company's identification. 3 % don't pay attention to the logo and it isn't important for them.

2) Which logo element helps you remember it better?

The respondents rate some elements that a company can use in its logo as follows: letter marks (29 %), symbols (25 %), wordmarks (21 %), geometric forms (12 %), mascots (10 %), people's images (3 %).

3) What do you think a successful logo should necessarily display: the name of the company, its products, its essence and principles, its founder/manager, all of the above?

The most common answer is the symbol that reflects the mission of the company. Then goes the name or a wordmark. Some people think that the logo should reflect the history of the company. A few respondents believe that the logo should show the product or the area of the company's activity.

4) Which company's logo do you think is the most memorable and successful?

The survey participants selected the following: Apple (32 %), McDonalds (24 %), Microsoft (9 %). Amazon, Mercedes and Starbucks are quite popular answers too. Mark Formelle (37 %), EPAM (19 %) and Green (14 %) were chosen among Belarusian companies.

According to our research, a successful logo should attract attention, be memorable and creative while being simple and balanced. It is best to use lettermarks, symbols and wordmarks to reflect the image, mission and sometimes history of the company. It's also important for a good logo to correspond to the market needs and requirements as well as customers' perception.

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## THE PSYCHOLOGY OF MONEY

We are all wired differently. Our interests, our fears and our dreams are different. And when we hear the word money, we all have unique thoughts and emotions too. Understanding the psychology of money can help us be aware of those thoughts, emotions and behaviors when they pop up. So the purpose of this paper is to learn what is the psychology of money, to analyze what factors affect our attitude to money and why, and to explain how to build a relationship with money.

The psychology of money is the study of our behavior with money. Whether or not you are successful with money is not about knowledge, IQ or how good you are at math. It's about behavior. And everyone is prone to certain behaviors over others. Once you become aware of your tendencies, you can harness the power of your own mind, your thoughts and your will – and you can literally change your life [1].

Moreover, the psychology of money is a section of economic psychology that studies the change in the psyche of people and, as a result, their behavior under the influence of money. Prerequisites for the development of the psychology of money can be found in the classical schools of psychology – psychoanalysis, behaviorism, cognitive theories, etc [2].

Here are three key things to know about the psychology behind our personal relationships with money:

- Emotion plays a huge role.