

UDC 515.2 +655.1

Abbasov I.B., *Dr. Sc., Associate Professor*,
Gritsov V.V., *Dr. Sc., Associate Professor* ,
Moiseeva E.D.

*Taganrog Technological Institute of Southern Federal University,
Taganrog, Russia*

IDENTITY CAFE " ANGKOR BAR "

Abstract: This paper is devoted to the development of advertising and graphics for complex thematic cafe " Angkor bar ". A comparative analysis of competitors , created and justified compositional solution logo. The main stages of the development of corporate identity attributes, discussed the installation of outdoor advertising in the urban environment.

Keywords: attributes, corporate identity, logo, kompozitsiy, advertising and graphic complex, outdoor advertising, urban Sered..

Statement of the problem. Existing in Taganrog bars basically do not have a thematic focus, although it would be quite interesting and unusual. Especially if you create a bar with a thematic organization, not only the external design, but also by the service. Asia and Asian countries at the moment are very popular among tourists, both in terms of passive recreation, and in the study of culture.

Buddhism, Hinduism, Vedic culture is incredibly popular. Therefore, as the theme for the bar was chosen the Kingdom of Cambodia. Title bar " Angkor bar " devoted to a famous Buddhist temple complex of Angkor Wat (Fig. 1) .



Fig.1. The temple of Angkor Wat, Siem Reap

Angkor temple complex - is a great architecture, sculpture, decoration of the walls of the temple [1]. Supposed to introduce our countrymen with such a beautiful country, with its unique culture and mentality as Cambodia.

Analysis of recent research. The idea of graphic identification of existing interiors, creating a certain artistic image, laid down in the works Golovleva EL, Dzikevich SA, Runge VF VV Senkovsky and others [2,3,4] . In relation to the chosen topic and Taganrog study these publications can be regarded as basic.

The wording of the purposes of article. Develop advertising and graphic complex theme bar in the style of the kingdom of Cambodia with recommendations for further implementation of ideas in the interior.

The main part. Consider the elements of graphic identification of some of the existing market themed bars Taganrog: "Scream," " Beer House " and " Malibu ." Logo karaoke bar "Scream" seems more collected, concise, and simple enough to be recognizable in the market competition. Considering the logo bar " Beer House ", it should be noted inappropriate use gradient fill. Writing in different fonts also prevents a holistic perception of too much detail. Logo bar "Malibu" seems quite successful, font combination with graphic elements chosen competently enough, color is very boring. Overall quite an interesting logo and recognizable.

Considered some of the logos are incomplete, poorly written, that does not cause positive emotions. The logo should be simple and memorable. In a comparative analysis of competitors logos revealed only a general commitment to support the title bar graphic elements, without creating a separate graphic component logo. Declaration must be themed bar " Angkor bar " to bring it to the regional level and to develop new opportunities and attracting customers by advertising and graphic created complex.

At the moment, there is a considerable number of bars with different orientation. In this regard, there is a need to form a new image of the bar. Not only to create positive experiences to the bar and its activities, but it stand out from a number of other, related or identical, to show the advantages of the bar.



Fig.2. Logo search options

Logo bar must meet several criteria [2] : simplicity and clarity, originality and individuality; adequacy; functionality; sonority and ease of pronunciation. Proceeding of the above, the following options have been proposed logo that presented in Figure 2. These options display logos are the chosen theme. Component for font logo font was selected on the basis of signs sankskrita.

In the search version of the logo used as the image of a Buddha statue. As a final option was selected, presented in Figure 3.



Figure 3. The main version of the logo and modular grid

Selection of brand colors is carried out in the process of creating the logo, in fact it sets the overall style and corporate identity is key. As corporate colors were chosen warm colors, as they have considerable energy, sensuality and instill a positive attitude. Orange (C: 0 M: 20 Y: 100 K: 0) is a very dynamic and vibrant color. This color symbolizes the energy, joy, warmth, courage, and quality - it emits a warm, excited color [3]. Proprietary font was chosen DS Izmir normal writing, additional font selected to Century Gothic.

Developed on the basis of the logo was created by a complete set of business documents : business cards, letterheads , envelopes, pens, folders for documents in accordance with generally accepted guidelines for the creation of corporate identity [4]. Proposed packaging, made in the original coloristics. Corporate package - it is an opportunity to tell about the greatest possible number of people. Branded T-shirt is also a universal means of advertising. Corporate apron is an essential attribute of any establishment or restaurant type bar. With it reiterates the general style and direction of the institution. The apron is made in the company colors.

Nameplates on restrooms important point in the image of any element of the institution. This is an exclusive image complement. In this embodiment, designed wooden plaques with images of men and women, made using wood cutting.

Proprietary backup plate is an important element in the image of the institution. Always interesting to see something unusual on the tables that you can see and remember. The plate is in the form of a dancing figure, it is quite common image in Asian culture, so-called " dancing amphora."

Firm stand napkins - also very important and interesting element in the design of the table, it will be made of wood. Menu bar should be simple, convenient and practical as it is. It's easy to read, a pleasure to hold in your hands. Corporate calendar - a necessary complement for the full amount of souvenirs. Calendar made in corporate style, size 30x25sm, rocker. Its originality lies in the fact that it used photos from the personal archives of the authors. Entire background is made black and white version, the only people left and some elements in color . This is done in order to emphasize and make the emphasis on people, their openness and kindness. Outdoor advertising - an important means of conveying information to the client. Outdoor signs and billboards always attract attention and increase customer interest (Fig. 4, 5).



Figure 4. Billboard advertising bar



Figure 5. Facade of a building with a sign bar



Figure 6. Visualization of three-dimensional model of the interior of the bar

In support of the main part of the paper, three-dimensional model was developed for the interior of the bar and thought the table design (Fig. 6).

Conclusions. In the proposed work was designed promotional graphics for complex thematic cafe "Angkor bar." The main objective of the project was to develop a sequence of images, which helps to learn the market bar competitors from using the original product design and atmosphere inside the bar.

Literature.

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Анотація

Аббасов І.Б., Гривцов В.В., Моїсеева Е.Д. Фірмовий стиль кафе «Ангкор бар». Робота присвячена розробці рекламно-графічного комплексу для тематичного кафе «Ангкор бар». Проведено порівняльний аналіз кафе - конкурентів, створено композиційне рішення логотипу. Розглянуто основні етапи розробки атрибутів фірмового стилю, обговорені питання установки зовнішньої реклами в міському середовищі.

Ключові слова: фірмовий стиль, логотип, композиція, рекламно-графічний комплекс, зовнішня реклама.

Аннотация

Аббасов І.Б., Гривцов В.В., Моїсеева Е.Д. Фирменный стиль кафе «Ангкор бар». Работа посвящена разработке рекламно-графического комплекса для тематического кафе «Ангкор бар». Проведен сравнительный анализ конкурентов, создано и обосновано композиционное решение логотипа. Рассмотрены основные этапы разработки атрибутов фирменного стиля, обсуждены вопросы установки наружной рекламы в городской среде.

Ключевые слова: атрибуты, фирменный стиль, логотип, композиция, рекламно-графический комплекс, наружная реклама, городская среда.