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## **LOGO AS MARKETING MANAGEMENT INSTRUMENT FOR BLOOD SERVICE FACILITIES**

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A logo is an important visual communication tool, especially for promotional activity, brand identity, and campaigns. The logo allows identifying the company from hundreds of others in the consumer's eyes. It sets the direction in the further branding and marketing system for the company. It allows customers to visualize the image.

The number of publications on the blood service's marketing activities is increasing every year, but no work has been found on logos in the blood service. Such blood service studies are the semiotic analysis of postage stamps in the blood service (Lefrere & Danic, 2010) and posters (Lefrere & Danic, 2012). Also, there were analyzed marketing activities in blood service with other methods (Khomenko et al., 2020; Lyubchak et al., 2020; Khomenko, 2020; Хоменко<sup>a</sup>, Сагер, Любчак, 2020; Хоменко<sup>b</sup>, Сагер, Любчак, 2020; Любчак, Любчак, Тимченко, Хоменко, 2020; Любчак, Плакса, Малігон, Любчак, Хоменко, 2018) and other activity areas (Хоменко, 2020; Мельник, Сагер, Черкас, 2016; Kasztelnik & Gaines, 2019; Obeid, Hillani, Fakih, Mozannar, 2020; Pimonenko, Radchenko, Palienko, 2017; Bejtkovsky, 2020; Chinedum, Chinwuba & Rejoice, 2019). Also it was described some marketing aspects in other researches (Brown & Kasztelnik, 2020; Dave, 2019; Bachoo & Ahmad, 2018; Shkarupa, 2020; Zwerenz, 2020; Constantoglou, 2020; Abeysekera, 2020; Delanoy & Kasztelnik, 2020; Moradi & Zihagh, 2019; Gallo et al., 2020; Mohsen, Hussein & Mahrous, 2018; Aslan & Morsunbul, 2018). So this issue needs further study on using logos in the blood service in Ukraine.

The research was conducted with the main purpose to perform a consistent comparative analysis of the logos of blood facilities and organizations working in this field and identify their constituent elements features to develop the logo of new facilities of rebranding.

The study compares blood service facilities' logos working in Ukraine with facilities' logos in different world regions.

The logos of various blood service facilities were searched on the Internet, particularly on the facilities' official websites and on social networks' official pages. There were found 100 logos from 58 countries: 43 logos found in Europe (12 of them in Ukraine), 13 in Asia, 19 in South and North America, 15 in Africa, 10 in Australia and Oceania.

The comparison of logos was based on the analysis of the logos of Ukraine and other countries' blood service facilities. It was used the semiotic

analysis method, in which were analyzed verbal and visual signals symbolic messages.

The following aspects were investigated: the use of symbolic and font elements in the logo, the colors used and their number, the main messages of identity (message symbols).

All logos were systematized. Then there were studied the use of colors and their number in the logo, the type of logo, and the identity's main messages.

There were found 12 logos in Ukraine. These are logos of 11 regional and one city blood services centers: Sumy, Chernihiv, Ivano-Frankivsk, Ternopil, Ternopil, Kherson, Kyiv, Kharkiv, Vinnytsia, Zaporizhzhia, Zhytomyr Blood Service Centers, and Kyiv City Blood Service Center.

58.3% of Ukrainian logos are combined, have both letters and graphic symbolic, 33.3% contain only graphical symbolic, and one (8.4%) use the abbreviation. They mainly have red colors (91.7%) with combines of white or yellow. Usually (66.7%), they have 1 or 2 colors. The most common symbols are a drop (83.3%) and a heart (33.3%). Less often are used men (25%), circle (25%), hands (16.7%), and cross (16.7%). Most of them contain a few elements.

An analysis of 100 logos revealed that the most commonly used letter and graphic symbol elements are found in most logos (90%), most combined type logos combine different elements (86%) (table 1).

Table 1 - Character and font elements in logos (developed by the author)

<b>Elements in the logo</b>	<b>Ukraine</b>	<b>Europe</b>	<b>Asia</b>	<b>America</b>	<b>Africa</b>	<b>Australia</b>	<b>Together</b>
Letters	8	29	11	19	14	9	90
Abbreviations	1	5	0	1	5	1	13
Graphic symbolic	9	27	12	18	15	10	91
Emblems	3	6	4	3	5	7	28
Combined	9	25	11	18	14	9	86

Among the selected images are observed in descending order a drop of blood (39 logos), heart (29 logos), cross (22 logos), men (14 logos), hands (6 logos), circle (5 logos), crescent (5 logos), pelican (3 logos), stars (2 logos) and butterfly (2 logos) (table 2).

The logos of blood facilities most often use three colors (in descending order): red in combination with white (95% of logos), black (36% of logos), and blue (24% of logos). There are also green, gray, yellow, purple, and orange.

Table 2

**Symbols of logos in the service of blood (developed by the author)**

<b>Elements in the logo</b>	<b>Ukraine</b>	<b>Europe</b>	<b>Asia</b>	<b>America</b>	<b>Africa</b>	<b>Australia</b>	<b>Together</b>
A blood drop	9	10	3	7	7	3	39
Heart	4	8	4	8	5	-	29
Cross	2	6	4	3	-	7	22
Men	3	2	-	4	5	-	14
Hands	2	1	-	1	1	1	6
Circle	-	5	-	-	-	-	5
Crescent	-	-	2	-	3	-	5
Pelican	-	3	-	-	-	-	3
Star	-	-	1	1	-	-	2
Butterfly	-	-	1	1	-	-	2
Other	-	1	1	2		1	5

Logos usually use two colors (61%) or only one (23%, often red). Less common are three colors (13%). The maximum number of colors is 4 (3%).

This study of logos confirms that by assembling such a powerful comparative base of components, colors, and their combinations, symbols, and messages, you can create a good separation from competitors and several times increase the marketing performance of the newly formed organization or existing.

Blood service facilities can use this study's results in the organization's rebranding and the organizations' owners to develop the future brand's identity.

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