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COLOR AS A BRANDING TOOL = ЦВЕТ КАК ИНСТРУМЕНТ БРЕНДИНГА

This article explains modern trends in how companies use color in branding, the choices brand make, and facts about how people react to color that are often overlooked. It examines the psychological reasons for people's color responses and how brands can use these reactions, when creating their visual identity and marketing.

Color is a key tool in branding. It helps brands influence people's feelings, how they see the company, and their desire to buy something from this brand. It makes brand memorable and unique in people's minds. This psychological impact strengthens brand identity.

Historical symbolism of color influences how we read shades today. Michel Pastoureau shows that colors build their meanings over centuries. They are not

neutral visual facts, but cultural signs that carry stories, rituals, trade routes, religious uses, and social rules. A single shade can gather layers of meaning and each layer changes how people react to that color now.

Pastoureau's work shows that color meanings vary by time and place, so modern brands tap into this deep, shifting cultural memory, when they choose a palette. Picking a color for a logo is not only a design decision, but also a dialogue with centuries of human symbolism and practice. Let's look at several colors and explore, how their modern meanings are linked to historical symbols and practices [3].

Blue feels calm and reliable, so banks and big companies prefer it. It creates a sense of stability, trust, and professionalism: when people see a blue logo, they think it's safe to deal with that brand. Light blue adds lightness, while dark blue brings elegance. Historically, blue was rare and costly, appearing in religious painting and royal garments. That past prestige helps explain why blue still suggests loyalty and authority now [1].

Red sparks quick, impulsive action. It grabs attention and creates excitement, making it perfect for sales promotions and fast purchases. It's like a magnet makes you stop, look, and want it now. That's why fast food like McDonald's use red to make you hungry and ready to order. At the same time, red is linked to power, war, and passion means it can signal both luxury and danger, so brands use it, when they want intense emotion [4].

Yellow brings energy, happiness, and optimism. It's bright and perfect for fun products or to lift your mood. It like sunshine makes you smile and feel positive right away. Yellow's reading also depends on history and culture: in some traditions bright yellow carried royal or sacred meanings, while in others it could mark caution, so designers weigh these echoes when choosing tones.

Green reminds us of nature and harmony, bringing thoughts of health and eco-friendliness. Light green feels spring-like and easy, dark green deep and luxurious, like a forest or emerald. Today, green helps brands position themselves as "green" and eco-friendly. It soothes eyes and works well for everyday clothes or sportswear. That modern eco-meaning rests on older layers: in medieval imagery green tied to nature and love, then to renewal, so today "green brands" tap into centuries of positive nature associations [2].

Even white and black have played roles across history. White could mean innocence, used for bridal clothes and religious robes to suggest cleanliness of spirit. In some cultures, white also marked death, appearing at funerals and in rites for the deceased. White has been linked to light, hope, and new beginnings, but it can also suggest emptiness, sterility, or social exclusion depending on context.

Black carries multiple, sometimes opposite meanings. This color signals seriousness, authority, and dignity, which makes it useful for brands, that want to appear

professional or luxurious. At the same time, black has long been tied to grief and loss, and in some historical moments it was associated with rebellion, mystery, or the forbidden. Because white and black have such layered histories, using them in branding brings in these varied associations, and designers choose their tone and pairing carefully to guide whether the color feels elegant, modern, or stark [5].

This works better in fashion, cause color is part of the fabric, you can touch and try on. Brands carefully choose shades to tell stories: one use bright tones for riot, another muted for classic style.

In fashion shows, colors set the whole mood. Runway with pinks and purples screams fun and new trends. Bright neon shades can immediately grab the audience's attention and create social media buzz. Black and white collections feel chic and simple. These classic choices highlight the silhouette and structure of the garments without any distractions.

Designers spend months testing fabrics in sunlight, stores, and photos to be sure in color. They must check how shades change under heavy runway spotlights versus natural daylight. Clothes touch your skin, so color affects how you feel it. Soft pastel tones often bring a sense of comfort and relaxation.

A bright yellow dress can make you feel confident and happy all day. In contrast, earthy tones like olive green and warm brown connect people to nature and promote calmness. Dark navy suits look serious for work. Deep charcoal grey also projects authority and competence in corporate meetings.

Fashion brands use this to match their vibe and customers feel connected to this identity. Choosing a brand's specific color palette allows buyers to express their personal values without speaking.

To make all perfect, brands create strict rules with color codes, like shades in numbers (RGB or Pantone). This ensures the logo on the website, product box, advertising, and labels look the same everywhere. These rules keep the style from the first purchase to repeat buys, making the brand recognizable worldwide. Without them colors could change on different screens or printers, and the brand loses strong look. That's why big companies have special guides just for colors [4].

Famous brands use signature colors to become recognizable. Tiffany&Co., a jewelry brand, created their Tiffany Blue in 1845 for their first catalog. This shade blends trust from blue with a fresh and light green. You can see it everywhere: on elegant jewelry boxes, the logo, and store displays. Hermès, French fashion house, chose bright orange simply cause during War other colored paper ran out. Christian Louboutin's red shoe soles scream about high status and glamour, while Burberry's beige paired with brown echoes their classic tweed patterns, associated with British heritage and timeless style. These colors were carefully chosen and made brands unforgettable.

To sum up, color connects people to the brand emotionally. The right choice

helps stand out from competitors and keeps customers coming back. It as a silent language that communicates personality. By affection on associations, color transforms a simple product into a memory, that resonates after the first purchase.

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ПОВЫШЕНИЕ ТЕХНОЛОГИЧНОСТИ АСФАЛЬТОБЕТОННЫХ СМЕСЕЙ, ИСПОЛЪЗУЕМЫХ ПРИ СТРОИТЕЛЬСТВЕ И РЕМОНТЕ АВТОМОБИЛЬНЫХ ДОРОГ БЕЛАРУСИ

Технологичность асфальтобетонной смеси определяется её способностью к равномерной укладке в широком температурном интервале, однако применение горячих смесей сопряжено с ускоренным старением битума и жёсткими ограничениями по времени уплотнения. Использование тёплых асфальтобетонных смесей позволяет понизить температуру укладки и уплотнения, а также вести работы при отрицательных температурах воздуха.

Под технологичностью асфальтобетонной смеси понимается её способность равномерно распределяться шнеком асфальтоукладчика по всей ширине укладки и обеспечивать максимально широкий рабочий температур-