

Brand Architecture: A Design Methodology That Shapes Commercial Identity

Yelyzaveta Chaban

Architect, interior designer, Cavus Design Group INC, USA

Abstract

In the modern business environment, architecture plays an increasingly important role in shaping the commercial identity of brands, evolving from a utilitarian function to a tool for emotional and strategic interaction with clients. Spatial design is increasingly considered an integral part of branding, capable of conveying the values, narrative and tone of voice of the company. In this regard, the issue of methodological understanding of brand architecture as a holistic communication system that transmits the brand philosophy through the environment is becoming more relevant.

This article aims to investigate how architectural design influences the perception of the brand, enhances its market position, and fosters stable behavioral patterns among customers. The work analyzes the evolution of the concept of brand architecture, from the logo to spatial identity. Additionally, it explores the potential of emotional intelligence in design and spatial storytelling as tools for fostering an emotional connection with the audience.

The research method chosen was a case study, which allows for an in-depth qualitative analysis of individual examples of the integration of architectural solutions into brand strategy. The study examined three cases: International Ukrainian chain of bakeries and cafes “Farmer’s Milk”, glamping complexes “Mandra Glamping”, and American coffee shops in New York, which are oriented towards the aesthetics of minimalism and local cultural codes. Typical architectural approaches, means of spatial communication and design elements that form a commercial identity were identified. Special attention was paid to the architectural language as a means of building trust, emotional involvement, and consumer engagement in the brand experience. As a result of the comparative analysis, it was found that the key factors of effective spatial branding are the consistency of architectural language, localization, empathy for the user and Instagram-friendly aesthetics. It is proven that architecture is not only a backdrop for commercial activity, but also an active factor in creating brand value. The practical value of the study lies in the formulation of recommendations for architects and developers on integrating spatial design into branding strategies. The scientific novelty lies in the attempt to interpret the architectural environment as an integral part of a branding platform that shapes behavioral patterns and enhances the brand's market capitalization.

Keywords: Brand architecture, Case studies, Commercial identity, Emotional intelligence of design, Environmental branding, Spatial design, Spatial narrative

1. Introduction

In modern commercial culture, architecture increasingly acts not only as a tool for functional spatial solutions but also as a key means of forming a visual and emotional brand image. With increasing competition

in the consumer services and hospitality industries, spatial characteristics of the environment (interior design, navigation logic, color, materiality) begin to play a decisive role in building a commercial identity, which is the foundation of long-term relationships between a company and its client. The issue of integrating architectural solutions into a branding strategy becomes particularly relevant in the context of market hybridization, where consumer expectations encompass not only the product, but also the space of its presentation, the atmosphere of consumption and the experience of interaction [1]. It is here that the architect ceases to be a technical executor and becomes a co-author of the brand's commercial success, designing not only forms but also narratives embedded in the "language of space" [2, 3].

Of particular importance is the concept of brand architecture as a conceptual and practical bridge between identity (logo, colors, fonts) and physical embodiment – architectural space, which allows for the formation of an empathetic connection with the target audience. Space becomes a means of storytelling that carries the brand tone (tone of voice), reinforces its philosophy and translates it at the level of visual and bodily experience [4, 5]. At the same time, architectural design becomes a platform for emotional design, capable of influencing the behavioral reactions of customers, such as the duration of stay in a coffee shop, readiness for spontaneous purchases, or the creation of an emotional attachment to the brand. That is why more and more companies are turning to designers and architects not as decorators, but as strategic partners, capable of strengthening the business's market position through architectural thinking. In this context, brand architecture appears not only as a design of the physical environment but also as a means of conveying the brand's meanings, values, and rhetoric in spatial form. In particular, through compositional solutions, the structure of movement, the use of natural materials, and color, architecture serves as a non-verbal communicator. It shapes consumer expectations, conveys messages about the quality, authenticity, or innovation of the product, and simultaneously contributes to the creation of an emotional zone of trust. As a result, the architectural space becomes an integral part of the brand experience, encompassing not only the consumption of the product but also the overall impression of the brand, which is imprinted in the client's behavioral and emotional memory.

The relevance of the article lies in the need to rethink architecture as a communicative brand identifier in a commercial environment dominated by visual experiences. Of particular note is the comparative analysis of architectural approaches in branding using cases from Ukraine and the USA, in particular, the international Ukrainian chain of bakeries and cafes "Farmer's Milk" [6], Glamping complexes "Mandra Glamping" [7, 8], as well as American coffee shops in New York, which actively combine minimalism with local cultural codes [9, 10, 11].

The purpose of this study is to identify the specific impact of architectural design on a brand's perception in the context of its visual and spatial representation, and to define architecture as an effective factor in strengthening an enterprise's market position. To achieve this goal, the following research tasks have been formulated:

- to explore the concept of brand architecture in a modern interdisciplinary context, focusing on its transition from graphic symbolism to spatial storytelling and emotional interaction with the audience;
- to analyze the architectural strategies of the brands "Farmer's Milk", "Mandra Glamping" and several American coffee shops from the point of view of building trust, recognition, behavioral convenience and aesthetic appeal of space;
- to formulate recommendations for architects, developers and brand managers on the development and integration of spatial solutions into the strategy of the brand's commercial identity, taking into account the local context, the company's core values and global market trends.

2. Literature Review

In recent years, the scientific literature has seen a growing interest in the problem of architectural design as a factor in increasing a brand's identity, emotional impact, and market sustainability. However, despite the presence of some fundamental studies that generalize the conceptual approach to brand architecture as a spatial language of communication, the topic remains fragmentarily studied, especially in terms of cross-cultural analysis and comparison of practices in different regions of the world. In particular, Wichmann et al. investigate the phenomenon of brand platformization, which is understood as the transition from product positioning to multi-level experiential interaction with the client [12]. The authors note that the architecture of the environment is one of the main tools of this interaction, forming an infrastructure for empathetic consumption. This establishes a crucial methodological foundation for viewing architectural space as a brand platform.

In turn, Affonso and Janiszewski draw attention to the fact that the perceptual structure of spatial design significantly affects the effectiveness of the brand [13]. Scientists have proven that the coherence of architectural elements contributes to the formation of a consistent perception, increased brand memorability, and emotional loyalty.

According to the study by Kvasova et al. in the context of globalization, brands of Ukrainian companies are increasingly forming their visual and spatial image, taking into account the intercultural context and international market expectations [1]. The authors emphasize that the architectural environment in which the business operates becomes an integral part of the brand's visual identity, especially when it comes to physical contact points with the client. Thus, architecture plays not only a background role but also an active one in brand communication, forming the initial impression, consolidating the image, and increasing the level of trust.

Among the scientific studies in the field of generative design, it is worth noting the work by Jo et al., which examines the application of artificial intelligence in architectural facade design, considering local identity [2]. This enables the creation of architectural images that convey brand values through local senses – an approach closely aligned with the concept of “glocal design”.

Ukrainian researchers Kvasova et al. draw attention to the role of visual culture in shaping the international image of Ukrainian companies [1]. They argue that architecture, as part of visual identity, becomes an indicator of quality, which is especially important in a post-industrial society with a predominance of service economies. From the perspective of social context and national specificity, it is worth highlighting the work of Udris-Borodavko, who proposes the concept of “Ukrainian glocal design” in wartime conditions [14]. The researcher emphasizes the importance of architecture as a mediator between the stressful experiences of society and the need to create an environment that is safe, relaxing, and meaningful. These conclusions can be fully applied to the case of “Mandra Glamping”.

A review of current trends in sustainable branding is offered in the study by Nascimento and Loureiro [15]. The authors highlight the aesthetics of simplicity, naturalness and environmental responsibility as key values of the new branding. This approach is well illustrated by the interiors of “Farmer’s Milk”, where the architecture supports the image of a natural product, focused on trust and authenticity. Despite the breadth of the presented research, the topic of architectural branding methodology at the intersection of spatial design, behavioral strategies, and market positioning remains underdeveloped. There is a lack of comparative studies that analyze the relationship between architectural solutions and commercial success in a cross-cultural dimension. It is these aspects that are the focus of this study.

3. Materials and Methods

The methodological basis of this study is an interdisciplinary approach that combines concepts from architectural design, brand communications, spatial semiotics, and behavioral aesthetics. Since the object of study is the spatial embodiment of the brand, which serves as a means of forming the emotional and semantic experience of the user, a qualitative research strategy based on the case study method was appropriately applied. This method enables a detailed examination of specific architectural solutions in real-world contexts, revealing their role in shaping the brand's commercial identity.

The case study method was chosen as one of the most effective approaches in studies that require an in-depth analysis of the interaction between spatial solutions and the behavioral and emotional reactions of the target audience. This approach enables the comparison of architectural practices across different cultural and market contexts without requiring the use of quantitative methods. The study examined three separate cases, each representing a unique strategy for architectural brand formation:

- Farmer's Milk (Ukraine) – a chain of bakeries and cafes that uses design as a mechanism for visualizing the idea of a “natural product in an urban environment”. The focus of the analysis is on architecture as a representative of the philosophy of transparency, naturalness and trust, embodied through an open kitchen, natural materials and an ecological palette [6];
- Mandra Glamping (Ukraine) – a series of glamping facilities, where spatial solutions form an emotional connection between the visitor and the natural environment. The study of this case focuses on the analysis of architecture as a component of the brand's emotional ecosystem: through privacy, photo aesthetics, Instagrammability and media presence [7, 8];
- American coffee shops (USA) – a selection of spaces in New York, where strategies for using micro-details of architecture to create recurring behavioral scenarios are explored. Particular attention is paid to the architectural formation of a “sense of place”, ergonomics, lighting and adaptation to the local cultural code [9, 10, 11].

The validity of the selected cases is determined by the representativeness of their spatial solutions in the field of brand design, as well as the presence of high-quality public content, which allows for a detailed professional analysis. In the process of analyzing each case, the following methods were used: visual-compositional analysis (assessment of architectural techniques, rhythm, proportions, plasticity, color), contextual reading of space (analysis of spatial storytelling, reading of symbols, narratives, associations embedded in space) and comparative analysis (study of standard and distinctive features in the spatial language of brands in different cultural environments).

All conclusions of the study are based on a critical analysis of visual and conceptual materials presented on the official resources of the brands, as well as in analytical publications and scientific articles used in this work.

4. Results and Discussion

In the modern interdisciplinary context, the concept of brand architecture has evolved from a purely graphic representation into a complex system of spatial experiences. Traditionally, brand architecture was associated with identity, logo, palette, fonts, and visual consistency. However, today more and more companies are rethinking the brand as an environment in which the experience of consumer interaction with the product, service and values of the company is formed. This is due to both changes in consumer behavior and a general shift towards experiential marketing, where space plays the role of a “language” that conveys the brand's idea [1]. At the intersection of architecture, marketing, and psychology, a new vision

of the brand as an atmosphere is emerging. Space becomes a medium for storytelling—an emotional and meaningful narrative, in which architectural solutions (light, structure, texture, acoustics, color) serve as the functional equivalent of verbal signs. For example, the use of natural materials and open planning in spaces like Farmer’s Milk not only conveys the values of sustainability and openness, but also evokes a sense of trust and peace in visitors [5; 7].

Thus, brand architecture is no longer just a visual identification – it is transformed into a form of experience. This transition from static graphics to dynamic space requires the architect to possess not only aesthetic but also communicative tools. In this context, architecture serves as a channel for conveying the brand's tone of voice, capable of eliciting the cognitive-emotional reactions of the visitor, which enables a deeper level of audience engagement [3; 9].

In addition, brand architecture is seen as a bridge between the graphic identity (logo, colors, fonts) and the physical space, ensuring empathetic interaction with the target audience. Space becomes a storytelling tool that embodies the brand's tone of voice and reinforces its philosophy. Researchers note that the consistency of color and form solutions contributes to the consistent perception and memorization of the brand. At the same time, the architectural environment becomes a platform for emotional design that affects customer behavior (for example, the length of stay in the establishment or the willingness to make spontaneous purchases). Thus, the architect transitions from a passive performer into a strategic business partner, as the design of the space can significantly enhance the brand's market position.

Based on the results of theoretical and analytical research using the case study method, a comparative analysis of three cases was conducted, utilizing examples from Ukrainian and American brand spaces: the Farmer's Milk bakery-coffee chain (Ukraine), Mandra Glamping glamping complexes (Ukraine), and coffee shops in New York (USA). Architecture is considered a spatial “language” of the brand, providing empathetic interaction with the audience [12]. According to this approach, the study examined how spatial characteristics and materials shape the brand image, influence repeat customer visits, and impact social presence in social networks.

The events of the “Farmer’s Milk” network are built around the concept of “natural product in an urban environment” [6]. The interiors of these bakery-cafes are distinguished by an open kitchen and the significant use of natural materials (light wood, brick, glass). Such an organization of space emphasizes the transparency of the production process, creating an atmosphere of trust in the brand (Figure 1). According to research, natural aesthetics and ecological accents in the interior form a sense of honesty and authenticity of the brand in the consumer [15]. Ukrainian scientists also note that the architecture of the brand becomes an indicator of the quality of the company's visual identity [1], which for Farmer's Milk is expressed through a high level of detail and "homely" comfort. All these solutions aim to strengthen the image of transparency and contribute to the creation of a loyal audience.

In this context, it is worth paying attention to the relationship between architectural aesthetics and the psychological trust that consumers develop. The design of the space, particularly the use of natural textures, a muted color palette, and elements of openness (such as glass showcases and open kitchens), creates the impression of honesty, predictability, and environmental friendliness that the brand embodies. This is especially important for formats that appeal to the theme of local production and natural ingredients, as in the case of Farmer's Milk. Thus, architecture not only conveys the visual codes of the brand but also activates the mechanisms of emotional recognition, which is a decisive factor in competing for the attention of the urban consumer.

Figure 1: Photo Examples of the Farmer's Milk Establishment



Source: [6].

Spatial solutions of glamping complexes «Mandra Glamping» are built on emotional immersion in nature [7, 8]. The complex is situated among a forest and a reservoir, so the design emphasizes landscape qualities. Wooden structures, glass, and canvas create a sense of direct connection with the environment. Such architecture corresponds to the concept of «Ukrainian glocal design» in a military context [14]: space becomes a mediator between stress and the need for safety and rest. Private cozy terraces, secluded domes and biofireplaces create intimate areas for relaxation and photography. The brand pays special attention to Instagram marketing, with the presence of photogenic locations and an appropriate color palette making the space attractive for sharing on social networks. Thus, the architectural elements of «Mandra Glamping» provide emotional appeal and, at the same time, strengthen the brand's Instagram positioning.

By combining landscape design with the tactile appeal of natural materials (such as wood, stone, and handmade textiles), Mandra Glamping creates a holistic sensory atmosphere that activates memory, associations, and emotional engagement in the client. This approach aligns with the concept of “experience architecture,” where space is created not only for a functional stay but also as a means of deeper engagement with the brand story. Privacy, comfort and visual harmony contribute to the formation of an emotional connection with the place, which becomes a key factor in the consumer's repeated choice, especially in the context of the hotel and recreational business. This effect is enhanced by digital reviews, photos, and user recommendations, which capture the architectural identity of the brand as an integral part of the value of living.

In addition, the architectural environment of Mandra Glamping serves as a translator of brand values, including proximity to nature, conscious consumption, and environmental responsibility. The use of recycled materials, autonomous energy sources, and minimal intervention in the natural landscape are not only technical solutions, but also part of the brand's ethics. The space becomes not only comfortable, but also

ideologically understandable to the audience, which seeks ecological recreation without losing aesthetics. Thus, architecture does not simply design the physical environment, but becomes a means of communication between the brand and target groups through ethical, visual and emotional channels.

Figure 2: Photo Examples of the Glamping Complex "Mandra Glamping"



Source: [7, 8].

Coffee shops in New York (Starbucks stores and local cafes) are characterized by minimalist interiors with elements of local code. According to research, a consistent color scheme and branded materials (e.g., Starbucks' signature green, wood, glass) make the space expressive and recognizable [5]. Minimalist design with clean lines emphasizes the modern status of the brand, creating a single, recognizable style. At the same time, architects incorporate local motifs (such as adjustable lighting and ergonomic solutions) and feature local art to "feel their place" and adapt to the cultural environment (Figure 3). This is consistent with the concept of generative design, which considers local identity [2]. Scientists note that such a combination of spatial elements contributes to brand memorability and stimulates visitor loyalty [13]. In the practice of American coffee shops, these approaches are implemented through standardized planning, convenient work and communication spaces, and free space for quick service, which encourages regular repeat visits.

A key characteristic of spatial solutions in the context of American coffee shops is the creation of a multi-level atmosphere that fosters interaction, combining the comfort of a private setting with the openness of a social environment. The architecture of such spaces is designed not only to serve the functional needs of customers but also to foster an emotional affiliation with the brand through the introduction of soft lighting, variable seating, individualized decor details, and logical navigation within the interior. This approach enables you to transform the space into a physical extension of the brand's values, fostering a

stable behavioral commitment and enhancing competitive differentiation in the saturated coffee culture market.

Figure 3: Photo Examples of American Coffee Shops in New York



Source: [11].

A comparative analysis of three cases enables us to identify the specific architectural solutions through which brands convey their values and shape the expected experience of interaction with their clients. Table 1 summarizes the key spatial parameters that reflect the design strategy of each brand. All cases use natural materials and light colors, creating a welcoming atmosphere. At the same time, each case emphasizes specific aspects of the brand: openness and simplicity in “Farmer’s Milk” correspond to the idea of trust, in “Mandra Glamping” the emphasis on landscape and privacy realizes an emotional “merge” with nature, and American coffee shops create a modern integrated space through minimalism with local accents.

Table 1: Comparative Characteristics of Architectural Solutions of Cases (Type of Space, Materials, Colors, Interaction Scenario)

Type of space	Materials	Color scheme	Interaction scenario
Farmer’s Milk, bakery-cafe (Ukraine, USA)	Natural wood, eco materials, glass, metal	Warm beige, peach pink and wood tones	Open kitchen, atmosphere of trust, comfortable stay
Mandra Glamping (Ukraine)	Natural wood, local textile, stone	Natural, earthy and green tones	Landscape space, private areas, and emotional connection with nature
Cafés in New York (USA)	Wood, glass, metal, and concrete	Minimalist palette (light, neutral tones)	Ergonomic planning, sense of "own place", adaptation to the local context

Source: Compiled by the Author Based on Data [6, 7, 8, 9, 10, 11].

Table 2 summarizes the impact of key architectural characteristics on brand image and market sustainability indicators. In particular, the use of natural materials and transparent organization of space (“Farmer’s Milk”) enhances brand trust [15], which contributes to the stable return of customers. The presence of emotionally saturated landscape areas (“Mandra Glamping”) creates a unique brand image and attracts guests to repeat visits due to emotional attachment. Minimalism with local accents (a cafes in New York, USA) forms a prestigious modern image. It ensures loyalty due to a comfortable, consistent experience (which is confirmed by research on consistent architecture and brand effectiveness) [13]. All cases also demonstrate a high level of Instagram integration, as photogenic interiors and story locations effectively stimulate the spread of brand messages on social networks.

Table 2: Summary Results on the Impact of Architecture on Brand Market Sustainability (Image, Repeat Visits, Recognition, Instagram Integration)

Architectural aspect	Brand image	Return visits	Recognizable	Instagram integration
Naturalness and transparency (Farmer’s Milk)	Forms an image of honesty and environmental friendliness of the brand	Creates an atmosphere of trust and comfort that encourages return	A unique natural aesthetic makes the brand recognizable	Aesthetics of the space stimulate content sharing (photo-orientation)
Emotionality and landscape (Mandra Glamping)	Creates an image of a place of rest and unity with nature	Privacy and relaxation scenarios promote guest loyalty	The uniqueness of the ecosystem makes the brand noticeable to the audience	Photogenic zones guarantee active Instagram marketing
Minimalism and local code (cafe in New York, USA)	Emphasizes the modernity and functionality of the brand	Standardized comfortable spaces encourage return visits	A unified style and local accents increase recognition	Clean design and local elements attract attention on social networks

Source: Compiled by the Author Based on Data [2, 6, 7, 8, 9, 10, 11, 15].

The consistency of architectural elements (color, shape, style) contributes to a consistent perception and high brand recognition. The use of natural materials and warm tones evokes associations with authenticity and a care for nature, which strengthens the brand’s positive image. Elements of Instagram aesthetics (photogenic panoramic windows, bright emphasis on design) attract social interaction and spread the brand signal among consumers. At the same time, taking into account local cultural accents (architectural motifs, everyday elements) helps the client feel “their place” and strengthens emotional attachment to the brand. Based on a comparative analysis of spatial solutions in the cases of “Farmer’s Milk”, “Mandra Glamping” and American coffee shops in New York, practical recommendations for integrating architecture into the brand design of commercial objects have been formulated. These tips are of practical importance for architects, interior designers and brand managers who seek to create holistic spatial concepts that strengthen the brand’s market identity.

First of all, it is advisable to integrate the brand’s values directly into the spatial environment: through the choice of color scheme, materials and organization of space that reflect the company’s philosophy. For example, open kitchens, natural materials, and soft lighting can convey transparency, environmental friendliness, and a care for the client. A key aspect is to ensure consistency in the architectural language

across all brand locations. A consistent style, repeated design elements and a recognizable visual code contribute to the formation of a sustainable identity and increase the audience's trust in the brand.

Another critical factor is considering the local context. The space should reflect the cultural, emotional and social codes of the environment in which the brand operates. The inclusion of local motifs, planning features or traditional architectural language helps create the effect of "own place", which strengthens customer loyalty. The design of the space should provide emotional comfort. To achieve this, it is essential to consider ergonomics, zoning, privacy, natural light levels, acoustics, and other sensory parameters. Spaces that support different stay scenarios (from quick landings to extended stays) contribute to a deeper emotional engagement with customers. In addition, an important aspect is the social "continuity" of the design. In the digital age, architecture becomes a media platform. Therefore, it is essential to design photogenic spaces that encourage customers to share their impressions on social networks, thereby naturally promoting the brand and enhancing its digital presence.

Thus, spatial solutions that take into account the above factors not only fulfill a functional and aesthetic load but also become a tool for deeper communication with the audience, building trust, emotional engagement, and a sustainable commercial brand identity.

5. Conclusions

The modern consumer interacts with a brand not only through a product or logo, but also through the space in which this product is served, which requires a holistic approach to architectural design as part of a brand strategy. In the context of visual hybridization and spatial differentiation in the market, architecture becomes a key factor in forming emotional attachment to the brand and enhancing its competitiveness.

According to the study's results, it was confirmed that architectural solutions can effectively convey brand values. In the case of "Farmer's Milk", architecture serves as a visual representation of the philosophy of transparency and purity of the product, with open kitchens, natural materials, and muted colors that ensure consumer trust. The analysis of the "Mandra Glamping" establishments revealed that architecture can serve as an emotional mediator between humans and nature, and design plays a significant role in digital marketing. In the case of American coffee shops, it was demonstrated how architectural planning can shape behavioral scenarios and strengthen customer loyalty through micro-details of space.

The above results allow us to consider the architect not only as an executor of the design task, but also as a co-author of the brand. The study demonstrates that architecture is a language capable of enhancing the brand's tone of voice, increasing trust in it, extending the life cycle of its commercial identity, and improving business profitability. The results obtained can be applied in the practice of architectural design for commercial interiors, franchise design, hotel and restaurant businesses, as well as in branding and development strategies focused on building deep interaction with clients.

The scientific novelty of the study lies in the theoretical substantiation of architecture as a component of the brand ecosystem, with an emphasis on the emotional intelligence of design and spatial narrative. The practical value is determined by the formation of several applied recommendations for architects and designers on integrating brand strategy into the architectural environment. Prospects for further research include the empirical study of the impact of spatial solutions on consumer behavioral reactions, digital modeling of brand architecture, and case analysis in multicultural environments.

References

1. Kvasova, L., Kurbatska, L., Bolovin, N., “Features of image formation of Ukrainian companies on international markets”, *Green, Blue and Digital Economy Journal*, 2023, 4 (3), 39–44. <https://doi.org/10.30525/2661-5169/2023-3-6>
2. Jo, H., Lee, J., Lee, Y., Choo, S., “Generative artificial intelligence and building design: early photo-realistic render visualization of façades using local identity-trained models”, *Journal of Computational Design and Engineering*, 2024, 11 (2), 85–105. <https://doi.org/10.1093/jcde/qwae017>
3. Manavis, A., Kakoulis, K., Kyratsis, P., “A brief review of computational product design: a brand identity approach”, *Machines*, 2023, 11 (2), 232. <https://doi.org/10.3390/machines11020232>
4. Mohammed, H., Dabbagh, S., Abdulahaad, E., “Brand as a determinant of architectural space creation”, *AIP Conference Proceedings*, 2023, 2977 (1), 020088. <https://doi.org/10.1063/5.0182125>
5. Riskiyanto, R., Anandhita, G., “Starbucks’ expressive space: Reading the visual tectonic of architecture driven by colour system”, *ARSNET*, 2022, 2 (1), 66–81. <https://doi.org/10.7454/arsnet.v2i1.51>
6. “About us”, *Farmer's Milk*, <https://molokoferma.com.ua/en/pro-nas/>
7. “About us”, *Mandra Glamping Resort*, <https://mandra.com.ua/#rec244377535>
8. “Mandra Glamping”, *Ribas Hotels Group*, <https://ribashotelsgroup.ua/en/projects/filter/merezhaglempingiv-mandra/>
9. “Our Company”, *Starbucks*, <https://www.starbucks.com/about-us/>
10. Mays, J., “Expanding Coffee Industry: The Starbucks Effect”, *Medium*, <https://medium.com/@jmays4/expanding-coffee-industry-the-starbucks-effect-c83f253d50f9>
11. “The NYC Caffeine Chronicles: Autumn 2024 Update”, *Double Skinny Macchiato*, <https://www.doubleskinnymacchiato.com/2024/11/nyc-specialty-coffee-shops-update-november-2024.html>
12. Wichmann, J., Wiegand, N., Reinartz, W., “The platformization of brands”, *Journal of Marketing*, 2022, 86 (1), 109–131. <https://doi.org/10.1177/00222429211054073>
13. Affonso, F., Janiszewski, C., “Marketing by design: the influence of perceptual structure on brand performance”, *Journal of Marketing*, 2023, 87 (5), 736–754. <https://doi.org/10.1177/00222429221142281>
14. Udris-Borodavko, N., “Ukrainian glocal design: attaining specificity in the social context of war”, *Publishing House «Baltija Publishing»*, 2024, 215–248. <http://dx.doi.org/10.30525/978-9934-26-418-4-10>
15. Nascimento, J., Loureiro, S., “Mapping the sustainability branding field: emerging trends and future directions”, *Journal of Product & Brand Management*, 2024, 33 (2), 234–257. <https://doi.org/10.1108/JPBM-02-2023-4349>