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BRANDS OF UKRAINIAN CITIES

Amid growing global and regional competition among cities, territorial branding is becoming particularly important as a tool for shaping their unique identities. A city's brand not only serves as a means of visual differentiation but also becomes a strategic resource that ensures the territory's recognition, attractiveness, and competitiveness. This is particularly relevant today, as some Ukrainian cities face post-war reconstruction and need to attract partners, investments, and resources. In this context, branding serves not only as an element of communication policy but also as a mechanism for the city's development and positioning at the national and international levels. At the same time, there is currently no comprehensive understanding of the level of development of branding in Ukrainian cities, which necessitates a scientific analysis of the issue. The hypothesis is put forward that the branding of Ukrainian cities is fragmented in nature and that the vast majority of cities do not use it as a tool for territorial development and positioning. During the study, general scientific and specialized methods were applied: analysis and synthesis, induction and deduction, grouping, structural-logical analysis, logical generalization of results, and graphical analysis. The branding of Ukrainian cities is examined. The distribution of administrative-territorial units and territories of territorial communities in Ukraine is presented. The distribution of cities by region is provided. All Ukrainian cities are analyzed for the presence of a brand or logo. The study identified cities that have a logo and a fully developed brand, as well as those that lack them. It demonstrated and analyzed the visual identities of branded cities, listing their slogans, city council websites, and

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БРЕНДИ УКРАЇНСЬКИХ МІСТ

В умовах зростання глобальної та регіональної конкуренції між містами особливого значення набуває брендинг територій як інструмент формування їх унікальної ідентичності. Бренд міста виконує не лише функцію візуальної диференціації, але й стає стратегічним ресурсом, що забезпечує впізнаваність, привабливість та конкурентоспроможність території. Це набуває особливої актуальності в умовах, коли частину українських міст чекає повоєнна відбудова та постає необхідність у залученні партнерів, інвестицій та ресурсів. У таких обставинах брендинг виступає не лише як елемент комунікаційної політики, але й як механізм розвитку та позиціонування міста на національному й міжнародному рівнях. Водночас нині відсутнє цілісне уявлення про рівень розвитку брендингу українських міст, що зумовлює потребу у його науковому осмисленні. Висунуто гіпотезу, що брендинг міст України має фрагментарний характер і більшість міст не використовує його як інструмент територіального розвитку та позиціонування. Під час проведення дослідження застосовано загальнонаукові та спеціальні методи: аналізу та синтезу, індукції й дедукції, групування, структурно-логічний, логічного узагальнення результатів та графічний. Розглянуто особливості брендингу українських міст. Представлено розподіл адміністративно-територіальних одиниць та територій територіальних громад України. Наведено розподіл міст за регіонами. Досліджено усі українські міста на наявність бренду чи логотипу. Виявлено міста, що мають логотип та повноцінний бренд, а також ті, у яких вони відсутні. Продемонстровано й проаналізовано візуальну ідентичність брендованих міст, вказано їх слогани,

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tourism websites. The process of developing brands for Ukrainian cities and the significance of their logos were examined. The proportion of presented and approved city brands and logos was determined.

Keywords: brand, branding, territory branding, territorial brand, city brand, city branding.

сайти міськрад та туристичні сайти. Розглянуто послідовність формування брендів українських міст та значення їх логотипів. Визначено частку презентованих та затверджених брендів й логотипів міст.

Ключові слова: бренд, брендинг, територіальний брендинг, бренд території, бренд міста, брендинг міст.

JEL Classification: M31, M37, M38, R58, Z33.

Introduction

Territorial branding is a complex and multifaceted process aimed at shaping a cohesive identity for a locality, taking into account its cultural and historical heritage, geographical location, natural resources, tourist attractions, and socio-economic characteristics. In the current context of the transformations Ukraine is undergoing, the branding of territories – particularly cities – is becoming particularly relevant. It serves as a tool for raising profile and fostering a positive image, which can contribute to the country's post-war reconstruction and help attract investment, resources and tourist flows. Effective branding ensures that cities are clearly positioned at national and international levels, creates lasting associations and enhances their competitiveness.

At the same time, city branding in Ukraine is currently often fragmented and largely limited to the design of a logo without a comprehensive brand development strategy, whilst information regarding the existence of Ukrainian city brands and their visual identity remains unsystematised. Closing this gap will make it possible to assess the level of branding development in Ukraine, establish a foundation for further research, identify best practices and develop effective development strategies.

Foreign researchers have made a significant contribution to the development of the theoretical foundations of city branding. In his article "The Anholt-GMI City Brands Index: How the world sees the world's cities", Anholt (2006) examined the characteristics of how cities' international reputations are formed and proposed "The city brand hexagon" model. This model evaluates a city brand across six key dimensions: the presence (the city's international presence), the place (the physical aspects of the city), the potential (the city's opportunities), the pulse (the city's vibrancy and appeal), the people (the city's residents), the prerequisites (the city's amenities and infrastructure). The researcher also emphasized that a city brand is shaped not only by marketing communications but, above all, by the actual characteristics of the territory and how the territory is perceived globally.

For his part, Dinnie (2011), in "City Branding: Theory and Cases", combined theoretical approaches to city branding with practical case studies from various cities around the world, highlighting the specific features of the development and promotion of city brands. Alperytė & Išoraitė (2019)

examine the theoretical foundations of city branding and demonstrate how it is applied, using the example of Lithuanian cities. Dudek-Mańkowska and Grochowski (2019) examine how the creative industries and the creative potential of cities are utilised in the city branding strategies of Polish cities. Shirvani Dastgerdi and De Luca (2019) examine how city branding shapes and reinforces a city's reputation through its identity, image and communication within the context of global competition between cities; they also analyze various practices based on 24 case studies from cities around the world. Lemmetyinen et al. (2025), drawing on an analysis of ten European cities, argue that successful place branding is based on a combination of creative industries, social inclusion and sustainable development.

In the "Elgar encyclopedia of city and place branding", Oliveira et al. (2025) provide an overview of current trends and approaches in the field of city and place branding, emphasising the challenges and opportunities for the sector's development in the context of digitalisation, in particular the role of artificial intelligence, digital experiences and integrated marketing communications, as well as the interplay between politics, culture and territorial identity in shaping a place's brand.

Alongside foreign scientific research, various aspects of regional branding are also being actively studied by Ukrainian researchers. Bilovodska and Haidabrus (2012) examined the objectives of city branding for the state, developed an approach to formulating a city branding strategy, and adapted Anholt's model for assessing the attractiveness of a city brand to Ukrainian cities. Kuksa (2018) explores the essence and characteristics of territorial branding, specifically examining the brands of certain Ukrainian cities. Sydoruk et al. (2021) analyze the development of a tourism brand identity using the city of Zaporizhzhia as an example. Niecheva et al. (2021) analyze the current use of branding elements in promoting a tourist destination, using the city of Odesa as an example.

For their part, Potorii and Sapfirova (2023) highlight the need for visual design in cities as part of their branding. Pavlovskyi et al. (2023) explore the theoretical and methodological aspects of developing city branding as a tool to enhance a city's appeal. Kohut and Havryliuk (2024) view city branding as a tool for strategic development, examine target audiences and the goals of city branding, and, in particular, have developed a brand development strategy for Lviv. Zabarna (2024) examines branding as an element of European integration for agricultural regions and discusses the advantages, characteristics, and tools of branding agricultural territories. Dudkina and Chykalo (2024) summarize conceptual approaches to territorial brand management and examine branding as a tool for enhancing the competitiveness of a territorial community.

Kapuza (2025) examines territorial branding as a factor in shaping a competitive image and fostering a region's socioeconomic development. Ustik (2025) summarizes the scientific foundations of urban branding and explores how they translate into investment outcomes. Okseniuk (2025)

examines key approaches to branding regions in Ukraine, taking into account motivational factors that influence the formation of a positive image of territories and their strategic development. Kulyniak (2026) analyzes the prospects and challenges of applying territorial branding in the digital environment to stimulate local development – specifically using the city of Lviv as an example – and develops recommendations for the effective management of digital territorial branding.

In addition, open online sources contain articles presenting examples of logos and slogans of Ukrainian cities (Shyian, 2020, February 25), as well as examining the visual identities of Ukrainian regions (Kovalchuk, n. d.).

Despite the existence of individual studies by various scholars regarding the branding of Ukrainian territories, certain aspects remain insufficiently explored and require systematization:

- there is no unified database (register) of Ukrainian city brands – there is no comprehensive list of territories with approved brands;
- the visual identity of Ukrainian cities remains undefined;
- existing research is fragmentary in nature – scientific publications focus primarily on theoretical aspects or individual case studies, rather than on a comprehensive overview of branding for all cities in the country.

Consequently, there is a need to form a comprehensive picture of the current state of city branding in Ukraine. To achieve this, it is necessary to examine all Ukrainian cities for the presence of a brand and to identify its key characteristics (status, visual identity, year of creation, etc.).

The purpose of the article is to identify Ukrainian cities that have a brand or logo and to systematize the collected information.

To achieve the stated goal, the following tasks have been defined:

- examine the distribution of administrative-territorial units in Ukraine;
- analyze official sources (city council websites, city brand books);
- identify Ukrainian cities that have a brand or logo;
- determine the visual identity of Ukrainian cities;
- systematize and summarize the obtained results.

The study is based on the hypothesis that only some of Ukraine's cities have an officially established brand, while a significant number of cities do not use branding as a tool for territorial development and positioning.

To test the proposed hypothesis, the following general scientific and specialized research methods were used: analysis and synthesis, induction and deduction, grouping, structural-logical method (for examine the presence of brands and logos of Ukrainian cities), logical generalization of results (for formulate conclusions regarding the study) and graphical method (for the creation of figures).

Publications of domestic and foreign scientists, official state information resources, in particular the Codifier of Administrative Territorial Units and Territories of Territorial Communities (CATUTTC), official

websites of local authorities, city brand books and other online resources served as the information base of the research.

The main body of the article examines the distribution of administrative-territorial units and territorial communities in Ukraine. In particular, the distribution of cities across the Regions is illustrated. A total of 461 Ukrainian cities were surveyed to determine the presence of a brand or logo. These cities are divided into three groups based on the analysis: cities with a brand; cities with a logo; and cities without a brand or logo. In addition, for each city with a visual identity, the logo is presented, and its structure, colour palette, and theme are analysed. The slogan, the year the brand was established, the city council's website, and the tourism website are also provided. The proportion of cities with a fully developed brand and those with only a logo, whether officially approved or merely presented, has been determined.

1. Administrative-territorial division of Ukraine

Without an analysis of the competitive environment, it is impossible to create a clear identity for a territory that allows it to be differentiated from others. Accordingly, building a successful city brand requires thorough research of competitors – an analysis of other cities' brands. To analyze the brands of Ukrainian cities, we first need to understand the exact number of settlements. According to the Codifier of Administrative-Territorial Units and Territories of Territorial Communities and its Annex (Ministry of Communities and Territories Development of Ukraine, 2025) dated January 14, 2025, there are 31 748 territorial units in Ukraine; their distribution is presented in *Table 1*.

Table 1

Distribution of administrative-territorial units and territories of territorial communities of Ukraine

First level	Second level	Third level	Fourth level			Addi-tional level	Total number of objects
Autonomous Republic of Crimea, region, city with special status	A district in the Autono-mous Republic of Crimea or in the region	Territorial community	City	Settle ment	Village	City district	
Autonomous Republic of Crimea	10	303	17	88	945	3	1366
Vinnytsia Region	6	63	18	155	1329	–	1571
Volyn Region	4	54	11	22	1054	–	1145
Dnipropetrovsk Region	7	86	20	100	1380	18	1611
Donetsk Region	8	66	52	327	919	21	1393
Zhytomyr Region	4	66	12	61	1595	2	1740
Zakarpattia Region	6	64	11	19	577	–	677
Zaporizhzhia Region	5	67	14	66	870	7	1029

End of Table 1

First level	Second level	Third level	Fourth level			Additional level	Total number of objects
Autonomous Republic of Crimea, region (Region), city with special status	A district in the Autonomous Republic of Crimea or in the region	Territorial community	City	Settlement	Village	City district	
Ivano-Frankivsk Region	6	62	15	44	746	–	873
Kyiv Region	7	69	26	34	1122	–	1258
Kirovohrad Region	4	49	12	43	972	2	1082
Luhansk Region	8	37	37	211	678	4	975
Lviv Region	7	73	44	35	1849	6	2014
Mykolaiv Region	4	52	9	87	815	4	971
Odesa Region	7	91	19	55	1100	4	1276
Poltava Region	4	60	16	34	1789	5	1908
Rivne Region	4	64	11	19	996	–	1094
Sumy Region	5	51	15	72	1402	2	1547
Ternopil Region	3	55	18	18	1022	–	1116
Kharkiv Region	7	56	17	195	1539	9	1823
Kherson Region	5	49	9	110	577	3	753
Khmelnytskyi Region	3	60	13	29	1409	–	1514
Cherkasy Region	4	66	16	115	723	2	926
Chernivtsi Region	3	52	11	8	398	–	472
Chernihiv Region	5	57	16	86	1407	2	1573
Kyiv City	–	–	–	–	–	10	10
Sevastopol City	–	–	–	–	–	4	4
Total:	136	1772	459	2033	27213	108	31721

Source: compiled by the author based on (Ministry of Communities and Territories Development of Ukraine, 2025).

As shown in *Table 1,* Ukraine comprises 24 Regions, the Autonomous Republic of Crimea, and two cities with special status, which together encompass 31 721 territorial units and territorial communities (hromadas), bringing the total to 31 748 units. The Lviv Region leads in terms of the number of territorial units, followed by the Poltava and Kharkiv Regions. The Chernivtsi Region, as well as the Zakarpattia and Kherson Regions, have the fewest settlements and territories. Accordingly, branding is most relevant for Regions with a large number of settlements. However, branding is beneficial for all territories, as it helps shape a unique identity and enhance their competitiveness. Branding is a useful tool for the development and positioning of all territories, regardless of their size or level of socioeconomic development.

2. Analysis of the presence of Ukrainian city brands

City branding is considered one of the most widespread forms of territorial branding, as cities compete extensively for investment, resources, and tourists. Moreover, cities tend to be more recognizable and widely known

than hromadas, settlements, and villages, which there are thousands. Currently, Ukraine has 459 cities and two cities with special status, bringing the total to 461. The distribution of cities by region in Ukraine is presented in *Figure 1*.

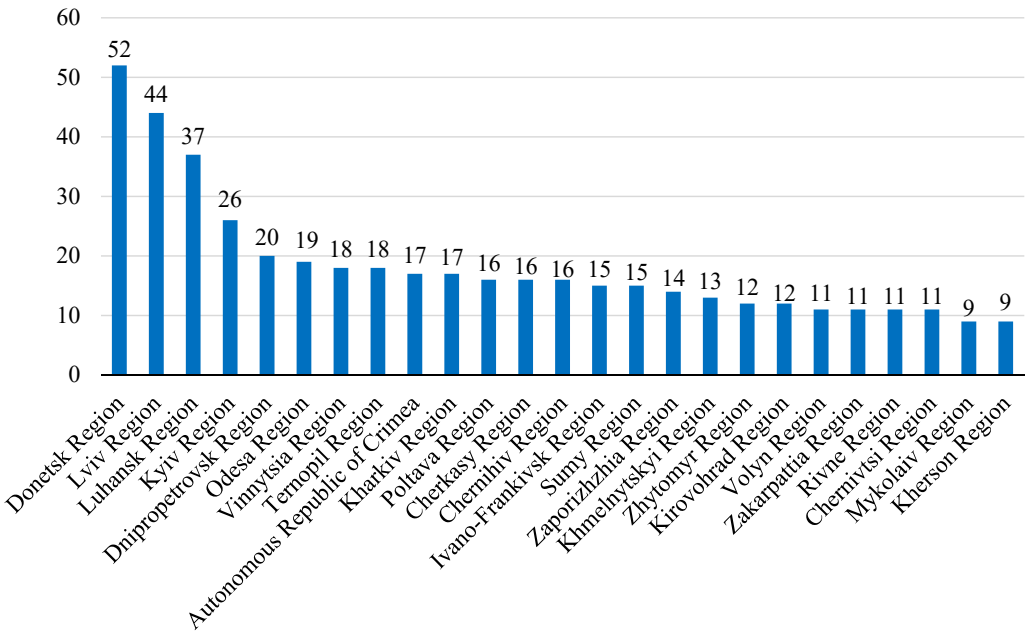

Figure 1. Quantitative distribution of Ukrainian cities by region

Source: compiled by the author based on (Ministry of Communities and Territories Development of Ukraine, 2025).

To search for information regarding the existence of a city brand (or logo), a complete list of cities was taken from the Codifier of Administrative-Territorial Units and Territories of Territorial Communities, dated January 14, 2025. (Ministry of Communities and Territories Development of Ukraine, 2025). Based on this list, a search was conducted for brands/logos for each city on the list. To do this, the following search terms were entered into Google: "city council of …", "tourism website of ...", "city brand of ..." та "city logo of ...", where "…" – represents the name of the city in the nominative singular case. The main sources of information were the official websites of city councils and city tourism portals, as well as approved and published brand books and decisions by local authorities on the implementation of a city brand or logo.

First, the city council's website was examined for the presence of a logo and references to the city's symbols, brand, or brand book. However, in most cases, information regarding the city's brand or logo was absent from the city council's website. Additionally, the city's official tourism website (where available) was reviewed, as most localities create brands specifically for tourism purposes. When such information was missing from these sites, the search for the city's brand or logo extended to the official social media

pages or accounts of city councils and city tourism information centers, as well as Ukrainian news outlets, the websites of information, design, and marketing agencies, regional media portals, and other online publications.

As a result of a comprehensive study, presented in *Table 2*, all Ukrainian cities (in quantitative terms) are classified into three categories: cities with a brand, cities with a logo, and cities without a brand or logo.

Table 2

Presence of Ukrainian city brands (quantitative dimension)

Region	Number of cities						Total number of cities
	with the brand		with the logo		no brand/logo		
	pcs	%	pcs	%	pcs	%	pcs
Autonomous Republic of Crimea	0	0	4	23.53	13	76.47	17
Vinnytsia Region	1	5.56	0	0	17	94.44	18
Volyn Region	2	18.18	1	9.09	8	72.73	11
Dnipropetrovsk Region	3	15.00	0	0.00	17	85.00	20
Donetsk Region	1	1.92	1	1.92	50	96.15	52
Zhytomyr Region	2	16.67	2	16.67	8	66.67	12
Zakarpattia Region	1	9.09	0	0	10	90.91	11
Zaporizhzhia Region	3	21.43	1	7.14	10	71.43	14
Ivano-Frankivsk Region	2	13.33	3	20.00	10	66.67	15
Kyiv Region	6	23.08	0	0	20	76.92	26
Kirovohrad Region	3	25.00	0	0	9	75.00	12
Luhansk Region	1	2.70	0	0	36	97.30	37
Lviv Region	8	18.18	2	4.55	34	77.27	44
Mykolaiv Region	2	22.22	0	0.00	7	77.78	9
Odesa Region	1	5.26	3	15.79	15	78.95	19
Poltava Region	2	12.50	1	6.25	13	81.25	16
Rivne Region	3	27.27	0	0	8	72.73	11
Sumy Region	1	6.67	0	0	14	93.33	15
Ternopil Region	1	5.56	1	5.56	16	88.89	18
Kharkiv Region	0	0	3	17.65	14	82.35	17
Kherson Region	3	33.33	0	0	6	66.67	9
Khmelnytskyi Region	3	23.08	0	0	10	76.92	13
Cherkasy Region	0	0	1	6.25	15	93.75	16
Chernivtsi Region	1	9.09	0	0	10	90.91	11
Chernihiv Region	2	12.50	0	0	14	87.50	16
City with special status	1	50.00	0	0	1	50.00	2
Total:	53	11.50	23	4.99	385	83.51	461

Source: compiled by the author.

The data in *Table 2* indicate that brands exist in only 11.5% of Ukrainian cities, while 4.99% possess only logos; the largest share of cities (83.51%) lacks any visual identity beyond official symbols, such as a coat of

arms and a flag. Accordingly, it is important to study the existing brands and logos of Ukrainian cities.

3. Research of brands and logos of Ukrainian cities

Table 3 shows the logos, slogans, city council websites and tourism websites of Ukraine's branded cities, arranged in chronological order by the year the brand was created.

The status of the brand is also defined: A (approved) – if there is confirmation of official approval of the brand/logo, P (presented) – when the brand/logo was presented to the community, but not officially approved. In addition, a visual analysis of the logos was carried out and their structure, colour palette and theme were determined.

Logos are classified into three types according to their structure: S – symbolic (containing only symbols, with no text), T – text-based (containing only text, with no symbols), and C – combined (containing both text and symbols).

Logos are categorised by colour palette as follows: M – monochrome (featuring one primary colour and its shades), T – two-colour (using two primary colours), P – polychromatic/multicolour (featuring three or more different colours).

The following types of logos have been identified by theme: A – architectural (the logo features architectural landmarks, historic buildings and structures, fortresses, town halls, towers, cathedrals, etc.), G – geographical (the logo features the contours of the territory, a map of it, the outlines of the terrain, the landscape, etc.), HR – heraldic (based on the city's coat of arms), H – historical (created based on the city's historical past), CS – a combination of symbols (the logo consists of a combination of several symbols, each with its own meaning), N – natural (the logo is based on natural objects: trees, plants, mountains, rivers, animals, etc.), SP – those that reflect the specialization of the city (the main elements of the logo are associated with the leading field of activity of the territory), S – symbolic (a logo based on a specific symbol, which may have one or more meanings), T – typographic (the logo is based on a typeface (text); there are no symbols).

Thus, out of 53 branded cities, 43 (81.13%) have an approved brand, while the remaining 10 cities (18.87%) have presented their brands but have not yet had them approved. All cities have created logos and have city council websites, which serve as a kind of "calling card" for the city. Almost all logos are accompanied by slogans, though there are a few instances (Dubno, Kropyvnytskyi, Oleksandriia, Chornobyl) where the brand lacks a slogan. In 24 of the 52 cities (46.15%), the city council's website mentions the city's brand, but in the majority (28 cities – 53.85%), it does not. As for tourism websites, they exist in 27 of the 52 cities (51.92%). Chornobyl is not included in these metrics because it is a city without a functioning local government and, accordingly, does not have a city council website or a tourism portal. At the same time, the city is included in the overall sample for branding analysis as a special case.

Table 3

Brands of Ukrainian cities

№	Year of brand creation	Brand status	City	Logo	Slogan	Source of the logo image	Logo analysis			City Council website	Brand information on the City Council website	Official city tourism website
							Structure	Colour palette	Logo theme			
1	2	3	4	5	6	7	8	9	10	11	12	13
1	2010	A	Chernihiv	Чернігів МІСТО ЛЕГЕНД	City of Legends	http://urbanua.org/eksperty/ukrayinski-eksperty/224	C	M	CS	https://www.chernigiv-rada.gov.ua/	–	https://chernihiv.travel/ua
2	2011	A	Kyiv	КИЇВ місто, де все починається	The City Where Everything Begins	https://lnk.ua/pQtabt7p7	C	P	CS	https://www.kmr.gov.ua/	–	https://gotokyiv.com/ua/
3	2011	A	Kherson	ХЕРСОН	City of the Sun	https://grades.ua/portfolio-items/kherson-brand/	C	M	H	https://miskrada-ks.gov.ua/	–	–
4	2011/2019	A	Lviv	ЛЬВІВ ВІДКРИТИЙ ДЛЯ СВІТУ	Lviv Open to the World	https://surl.li/bfaaza	C	P	A	https://city-adm.lviv.ua/	✓	https://lviv.travel/
5	2012	A	Myrhorod	МИР ГОРОД МІСТО МИРУ І ЗДОРОВ'Я	City of Peace and Health	https://myrgorod.pl.ua/page/pro-misto/symvolika-mista	C	P	SP	https://myrgorod.pl.ua/	✓	–
6	2013	A	Boryspil	Бориспіль почни тут	Start Here	https://lnk.ua/GN5NyZLc0	C	T	SP	https://borispol-rada.gov.ua/	✓	–

Continuation of the Table 3

1	2	3	4	5	6	7	8	9	10	11	12	13
7	2013/ 2019	A	Kryvyi Rih	КРИВИЙ РІГ МІСТО ДОВЖИНОЮ В ЖИТТЯ	A City Spanning a Lifetime	https://kr.gov.ua/ brend-mista	C	P	S	https://kr.gov.ua/	–	https://touristkr. com.ua/
8	2014	A	Pavlohrad	ПАВЛОГРАД	The Energy of the Past and a Boundless Future	https://lnk.ua/ AWKwvj1Sw	C	T	S	https://pavlogradmrada. dp.gov.ua/	✓	–
9	2014	A	Ternopil	Тернопіль	Fine City of Ternopil	https://lnk.ua/ A8Ufk0vVD	C	T	N	https://ternopilcity. gov.ua/	✓	https://visit.terno pil.ua/
10	2015	A	Rivne	РІВНЕ	(Rivne (Equal) for Everyone)	https://rvrada.gov.ua/ portalfiles/1/216/2429/ rivne_city_brand.pdf	C	T	CS	https://rivnerada.gov. ua/portal/landing	✓	–
11	2016	A	Zhovkva	ЖОВКВА КУЛЬТУРА В СЕРЦІ	Culture at the Heart	https://zhovkva- tour.info/ brandbook.pdf	C	P	S	https://zhovkva- rada.gov.ua/golovna. html	–	https://zhovkva- tour.info/
12	2016	A	Kalush	МІСТО КАЛУШ	City of Kalush	https://lnk.ua/ 19O4exQBJ https://lnk.ua/ Q4yFmTzik	C	T	SP	https://www.kalushcity. gov.ua/	✓	https://kalush- travel.com/(стари й сайт)
13	2016	A	Mariupol	Маріуполь Вортий твоєї уваги	Worth Your Attention	https://mariupolrada. gov.ua/page/miska- simvolika	C	M	SP	https://mariupolrada. gov.ua/	✓	https://mistoma- riupol.com.ua/
14	2017	A	Dnipro	Дніпро Хвилююче місто	The exciting city	http://www.dniprodesi gn.dp.ua/projects/logo/	C	T	CS	https://dniprorada. gov.ua/uk	–	https://vidchuy. dp.ua/
15	2017	A	Zaporizhzhia	Запоріжжя Сім шляхів до пригод	Seven Paths to Adventure	http://identity.zaporizh zhia.city/	C	P	CS	https://zp.gov.ua/	✓	https://zaporizhzh ia.city/

Continuation of the Table 3

1	2	3	4	5	6	7	8	9	10	11	12	13
16	2017	P	Mala Vyska	МАЛА ВИСКА	A City That Gives You Wings	https://malavyska.tilda.ws/	C	P	H	https://mviskarada.gov.ua/	–	https://mala-vyska.tilda.ws/
17	2017	A	Melitopol	Мелітополь САМЕ ТУТ…	Right Here …	https://www.mlt.gov.ua/?r=posts.client.view&id=111	C	P	CS	https://www.mlt.gov.ua/	✓	https://tourism.mlt.gov.ua/ (старий сайт)
18	2017	A	Slavutych	СЛАВУТИЧ МІСТО НОВИХ ІДЕЙ	Slavutych – City of New Ideas	https://lnk.ua/hDkPlHNDu	C	T	CS	https://e-slavutych.gov.ua/	✓	https://visitslavutych.com/
19	2017	P	Chornomorsk		The City Awaits	https://lnk.ua/NnnX64XAn	T	M	S	https://od.cmr.gov.ua/	–	–
20	2018	P	Bila Tserkva	Біла Церква	A Map of Your Heart	https://lnk.ua/BshdNCjqn	C	P	G	https://bc-rada.gov.ua/	–	https://www.bctravel.com.ua/
21	2018	A	Drohobych	Дрогобич у ньому вся сіль	Drohobych – all the salt is in it!	https://white.com.ua/portfolio/city-branding/36/view	C	T	SP	https://drohobych-rada.gov.ua/	–	–
22	2018	P	Dubno	ДУБНО DUBNO	–	https://lnk.ua/ea1bTXSkK	C	P	HR	https://dubno-adm.gov.ua/	–	–
23	2018	A	Enerhodar	Енергодар Даємо енергію	We provide energy	https://lnk.ua/CgpY1gEY7	C	P	S	https://gromada.en.gov.ua/	–	–
24	2018	A	Ivano-Frankivsk	Івано-Франківськ місто для життя	A City for Living	https://www.mvk.if.ua/symbol	C	P	A	https://www.mvk.if.ua/	✓	https://iftravel.com.ua/

Continuation of the Table 3

1	2	3	4	5	6	7	8	9	10	11	12	13
25	2018	A	Irpin	ІРПІНЬ МІСТО ДЛЯ ЖИТТЯ	A City for Living	https://lnk.ua/4Lx73zFAd	C	M	CS	https://imr.gov.ua/	–	https://irpin.ua/
26	2018	A	Lutsk	ЛУЦЬК Приємне відкриття!	A Pleasant Discovery	https://www.lutskrada.gov.ua/pages/symbols-city	C	P	A	https://www.lutskrada.gov.ua/	✓	https://www.visit-lutsk.com/
27	2018	A	Khmelnytskyi	Хмельницький Щодняновий	New Every Day	https://lnk.ua/PTjxCn3K4 https://lnk.ua/uREy3ZmUj	C	P	HR	https://www.khm.gov.ua/	–	https://khmel.travel/
28	2019	A	Vinnytsia	Вінниця Місто ідей	City of Ideas	https://vinnytsia.city/design/	C	P	HR	https://www.vmr.gov.ua/	–	https://vinnytsia.city/
29	2019	A	Henichesk	ГЕНІЧЕСЬК міст у відпочинок	A Bridge to Relaxation	https://lnk.ua/INstZm0jm https://lnk.ua/17i5fsPTC	C	P	CS	http://genich-rada.gov.ua/	–	–
30	2019	A	Kropyv-nytskyi	Кропивницький	–	https://lnk.ua/INC6ZQLnW	C	T	A	https://www.kr-rada.gov.ua/	–	https://kroptravel.gov.ua/
31	2019	A	Nova Kakhovka	Нова Каховка місто тисячі джерел	City of a Thousand Springs	https://lnk.ua/4gQKGfvkb	C	T	SP	https://novakahovka.com.ua/uk	–	–
32	2019	P	Ostroh		A City That Unites	https://lnk.ua/TKaSa8rYI	S	M	A	https://ostroh-rada.gov.ua/	–	http://ostrogtoor.com.ua/
33	2019	A	Slavuta	Славута все в наших руках	Everything Is in Our Hands	https://lnk.ua/sAR7UhKoC	C	P	CS	https://slavuta-mvk.gov.ua/	–	–
34	2019	P	Yavoriv	ЯВОРІВ	City of Good Traditions	https://brandville.com.ua/portfolio/misto-yavoriv/	C	P	SP	https://yavoriv-rada.gov.ua/	–	–
35	2020	A	Starobilsk	СТАРОБІЛЬСЬК МІСТО ЗІ ЗМІСТОМ	A City with Substance	https://starobelsk.lg.ua/kontakty/item/409-symvolika	C	P	CS	https://starobelsk.lg.ua/	✓	–

Continuation of the Table 3

1	2	3	4	5	6	7	8	9	10	11	12	13
36	2020	A	Boryslav	Борислав Все почалось з нафти	It All Started with Oil	https://boryslavrada.gov.ua/tur-turystychnyi-brend-mista	C	P	SP	https://boryslavrada.gov.ua/	✓	https://tur.boryslavrada.gov.ua/
37	2020	P	Kamianka-Buzka	Кам'янка-Бузька Колиска українського театру	Cradle of Ukrainian Theatre	https://lnk.ua/tq5H435GW	C	P	CS	https://kbmr.gov.ua/	✓	–
38	2020	A	Mykolaiv	Миколаїв місто на хвилі	A City Riding the Wave	https://lnk.ua/4cqAHpXhE	C	P	SP	https://mkrada.gov.ua/	–	–
39	2020	A	Nizhyn	НІЖИН ЗАВЖДИ РІЗНИЙ	Always different	https://lnk.ua/XaOWgm7Sw	C	P	A	https://www.nizhynrada.gov.ua/	✓	–
40	2020	A	Sumy	С·У·М·И побачити важливе	It is important to see what is important	https://visit.sumy.ua/brandsumy/	T	T	S	https://smr.gov.ua/uk/	✓	https://visit.sumy.ua/
41	2020	A	Fastiv	Фастів	City of Unity	https://lnk.ua/jsuoiFWrA	C	P	CS	http://fastiv-rada.gov.ua/	✓	–
42	2021	P	Novoyavo-rivsk	НОВОЯВОРІВСЬК	A Comfortable City for Growth and Victories!	https://brandville.com.ua/portfolio/misto-novoiavorivsk/	T	P	T	https://novmiskrada.gov.ua/	–	–
43	2021	A	Oleksandriya	ОЛЕКСАНДРІЯ	–	https://lnk.ua/shp7YlfGf	C	M	HR	https://olexrada.gov.ua/	✓	–
44	2021	A	Uzhhorod	УЖГОРОД розквітає	Uzhhorod Is Blossoming!	https://lnk.ua/GcivV4mMG	C	M	S	https://rada-uzhgorod.gov.ua/	–	https://visit-uzhhorod.itc.gov.ua/

End of Table 3

1	2	3	4	5	6	7	8	9	10	11	12	13
45	2021	A	Chornobyl		–	https://lnk.ua/QzhPguuuN	S	M	S	–	–	–
46	2022	A	Novovolynsk	НОВОВОЛИНСЬК відкритий до нового	Open to the New	https://lnk.ua/KgXNs8yuA	C	M	HR	https://nov-rada.gov.ua/	✓	–
47	2023	A	Zviahel	ЗВЯГЕЛЬ	City of Bells	https://lnk.ua/fgDTe9YCV	C	T	H	https://info.nvrada.gov.ua/	✓	–
48	2023	P	Korostyshiv	КОРОСТИШІВ Місто з гранітним корінням	City with Granite Roots	https://www.radiokor.com.ua/2023/09/15/brendmista/	C	T	T	https://korostyshiv-rada.gov.ua/	–	–
49	2024	P	Kremenchuk	КРЕМЕНЧУК	A City of Strength. A City of Flint	https://kremenchuk.ocb.works/	C	T	HR	https://kremen.gov.ua/	–	–
50	2024	A	Stryi	СТРИЙ течія розвитку	The Flow of Development	https://lnk.ua/FJaurwLuH	C	M	N	https://stryi-rada.gov.ua/	–	https://stryi-tur.info/kontakti
51	2024	A	Chernivtsi	Чернівці	A Mosaic of Cultures	https://lnk.ua/FUEcHoBct https://lnk.ua/2Kffqu4h4	C	T	S	https://city.cv.ua/	✓	https://travel.chernivtsi.ua/
52	2025	A	Kamianets-Podilskyi	Кам'янець	Kamianets Can Do What You Can Do	https://lnk.ua/UrogqU6q0	C	M	CS	https://kam-pod.gov.ua/	✓	https://kamianets.travel/ua
53	2025	A	Pivdennoukrainsk	ПІВДЕННОУКРАЇНСЬК Мозаїка враження	A Mosaic of Impressions	https://lnk.ua/nFklVhn6R	C	P	CS	https://yu.mk.ua/	–	–

Source: compiled by the author.

Thus, out of 53 branded cities, 43 (81.13%) have an approved brand, while the remaining 10 cities (18.87%) have presented their brands but have not yet had them approved. All cities have created logos and have city council websites, which serve as a kind of "calling card" for the city. Almost all logos are accompanied by slogans, though there are a few instances (Dubno, Kropyvnytskyi, Oleksandriia, Chornobyl) where the brand lacks a slogan. In 24 of the 52 cities (46.15%), the city council's website mentions the city's brand, but in the majority (28 cities – 53.85%), it does not. As for tourism websites, they exist in 27 of the 52 cities (51.92%). Chornobyl is not included in these metrics because it is a city without a functioning local government and, accordingly, does not have a city council website or a tourism portal. At the same time, the city is included in the overall sample for branding analysis as a special case.

The branding of Ukrainian cities began in 2010 (*Figure 2*), with Chernihiv being the first city to receive its own brand. Brand development activity peaked in 2018 (when 8 brands were created). Overall, the period from 2017 to 2020 proved to be the most productive, with more than half of the existing brands (28 brands) created during this time. City branding in 2020 was likely linked to encouraging citizens to engage in domestic tourism, due to the pandemic and restrictions on cross-border travel. In 2022, activity declined due to the outbreak of full-scale war; however, despite this, cities continued to create their own brands, and a further 8 new city brands emerged between 2022 and 2025. In addition, in 2019, the logos of Lviv and Kryvyi Rih – which were created in 2011 and 2013 respectively – underwent a minor revamp.

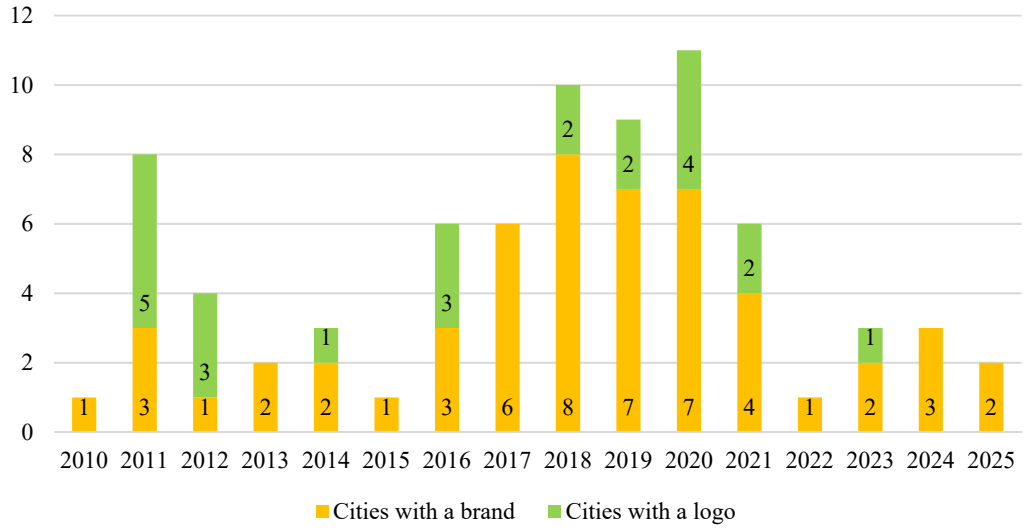

Figure 2. Chronology of the creation of Ukrainian city brands and logos

Source: compiled by the author.

As noted, only logos have been developed in 23 cities of Ukraine, and their analysis is presented in *Table 4*. Since 2014, 5 cities have been located

in temporarily occupied territories (Donetsk, Kerch, Saki, Sudak, Feodosia), because of this, their logos have not been updated, and the websites of city councils and tourism websites were not included in the study.

Of the 23 available logos – 13 (56.52%) have been approved, while10 (43.48%) have only been presented. Slogans are present in 18 cities, while 5 cities (Bogodukhiv, Izmail, Odesa, Poltava, Yaremche) have only an image of the logo. The logo is mentioned on 6 city council websites (26.09% of cities, or 33.33%, excluding the temporarily occupied territories). Tourism websites are available in 5 of the 23 cities (21.74% or 27.77%, excluding the temporarily occupied territories).

Cities began developing their own logos in 2011 (*Figure 2*) and these were primarily created by Crimean resorts. After 2011 (5 logos), the most productive years were 2020 – 4 logos, 2012 and 2016 – 3 logos were created each. In contrast, in 2013, 2015, 2017, 2022, and after 2023, no new city logos were created.

In 2022, changes were made to the logo of Izmail, which had been approved in 2020: the Ukrainian letter «*З*», which symbolizes the Danube River, changed its color from light blue to the colors of the national flag. An update to Kharkiv logo was also planned, but it remains unchanged for now. The logos of Odesa and Poltava, however, sparked a wave of criticism, yet they have not been updated to date.

Based on an analysis of the data in *Tables 3* and *4*, it was found that 28 cities use the word "city" in their slogans. Of these, 23 cities have a brand, while 5 only have a logo. It is also interesting that Irpin and Ivano-Frankivsk have the same slogan "A City for Living", and their brands were developed in 2018. In addition, Kryvyi Rih has 2 slogans: for the internal "A city spanning a lifetime" and external consumer ("Cornucopia of yours opportunities"). Uzhhorod has a full "Uzhhorod is blossoming! It blossoms in you, it blossoms in everyone" and a short "Uzhhorod is blossoming (in business, innovation, science, culture, art) " version of its slogan.

Some cities are creating full-fledged brands/logos that showcase the city in various areas (Dnipro, Kryvyi Rih, Khmelnytskyi, etc.). However, most cities focus on developing their tourism potential, so they create tourism brands/logos (Zaporizhzhia, Chornomorsk, Uzhhorod, Uman, Chernihiv, Ostroh, Volodymyr, Boryslav, Kamianka-Buzka, Kharkiv, Poltava, and others).

In total, 76 cities in Ukraine have a visual identity (logos): 53 – brands, 23 – logos only. In terms of structure, combined logos predominate (69 – 90.79%). Symbolic (4 – 5.26%) and text-based (3 – 3.95%) logos are hardly ever used. In terms of colour palette, multicoloured logos (39 – 51.32%) account for more than half of all logos, while two-colour logos двоколірні (20 – 26.32%) represent approximately half as many. Monochromatic logos (17 – 22.37%) are the least common. An analysis of the logo themes is shown in *Figure 3*.

Table 4

Logos of Ukrainian cities

№	Year of logo creation	Logo status	City	Logo	Slogan	Source of the logo image	Logo analysis			City Council website	Logo information on the City Council website	Official city tourism website
							Structure	Colour palette	Logo theme			
1	2	3	4	5	6	10	7	8	9	11	12	13
1	2011	P	Donetsk	Донецьк любить вас	Donetsk Loves You	https://www.radiosvoboda.org/a/2295781.html	C	M	S	TOT*		
2	2011	A	Kerch	Керч місто тисячоліть	City of Millennia	https://investigator.org.ua/ua/news-2/12307/	C	P	H	TOT		
3	2011	P	Saki	Саки With Love and Care	With Love and Care	https://investigator.org.ua/ua/news-2/13654/	C	P	CS	TOT		
4	2011	P	Feodosia	Феодосия	God-Given	https://investigator.org.ua/ua/resorts-news/9583/	C	P	H	TOT		
5	2011	P	Kharkiv	Kharkiv smart city	Smart city	https://lnk.ua/DbGnKoLUe	C	T	S	https://city.kharkiv.ua/	–	https://kharkiv-travel.com.ua/
6	2012	A	Berdyansk	Бердянськ серце азова	Heart of the Azov	https://www.facebook.com/berdyansk.travel/	C	P	N	https://brd.gov.ua/	–	–

Continuation of the Table 4

1	2	3	4	5	6	10	7	8	9	11	12	13
7	2012	A	Odesa		–	https://lnk.ua/KqKSNjaff	S	M	SP	https://omr.gov.ua/	–	https://www.odesatourism.site/
8	2012	P	Sudak	ВАМСУДАК	VAMSUDAK!/ Welcome Here!	https://lnk.ua/6dmJ5MUWt	C	P	N	TOT		
9	2014	A	Zhytomyr	ЖИТОМИР	Comfortable for Living	https://zt-rada.gov.ua/?pages=361	C	P	S	https://zt-rada.gov.ua/	✓	–
10	2016	A	Kolomyia	КОЛОМИЯ місто, яке єднає	A City That Unites	https://lnk.ua/0WDULRfSk	C	P	CS	https://kolrada.gov.ua/	✓	–
11	2016	P	Poltava	ПОЛТАВА	–	https://lnk.ua/ztno4FSw0	C	T	CS	https://rada-poltava.gov.ua/	–	https://www.visitpoltava.com/uk
12	2016	A	Uman	Умань МІСТО, ДЕ ТЕБЕ ЧЕКАЮТЬ!	A City Where You Are Expected!	https://lnk.ua/QNL92uHuc	C	P	CS	https://uman-rada.gov.ua/	–	https://umantravel.com.ua/
13	2018	P	Izium	Ізюм обійми мене серцем	Embrace Me with Your Heart	https://lnk.ua/EoshHoR7s	C	P	CS	https://city-izyum.gov.ua/	–	–
14	2018	A	Morshyn	МОРШИН оздоровлює	Morshyn Heals	https://zbruc.eu/node/77141	C	T	SP	https://morshyn-rada.gov.ua/	–	–

End of Table 4

1	2	3	4	5	6	10	7	8	9	11	12	13
15	2019	P	Nadvirna	НАДВІРНА ШЛЯХ ДО КАРПАТ	The Road to the Carpathians	https://lnk.ua/9iXNkvi1R	C	M	CS	https://nadrada.gov.ua/	–	–
16	2019	A	Yaremche	ЯРЕМЧЕ	–	https://zbruc.eu/node/94425	C	M	CS	https://yaremcha-miskrada.gov.ua/	✓	–
17	2020	P	Bilhorod-Dnistrovskyi	Білгород-Дністровський Родзинка півдня	The Raisin of the South/ The Gem of the South	https://lnk.ua/AJKo6N5uw/	C	P	N	https://bilgorod-d.gov.ua/ https://bdmr.gov.ua/	–	–
18	2020	A	Volodymyr	Володимир місто твоєї історії	City of Your History	https://volodymyrrada.gov.ua/pro-misto/symvolika-mista/	C	T	CS	https://volodymyrrada.gov.ua/	✓	https://volodymyr.travel/
19	2020/2022	A	Izmail	izmail	–	https://lnk.ua/rnf2TI91j	C	T	N	https://izmail-mr.od.gov.ua	–	–
20	2020	P	Pustomyty	ПУСТОМИТИ МІСТО МОЖЛИВОСТЕЙ	City of Opportunities	https://surl.li/qifdqs	C	P	CS	https://pustomyty-gromada.gov.ua/	–	–
21	2021	A	Berdychiv	БЕРДИЧІВ Час відчути	Time to Feel	https://surl.li/coxpsh	C	P	G	https://berdychiv-rada.gov.ua	✓	–
22	2021	A	Bohodukhiv	БОГОДУХІВ	–	https://lnk.ua/ZohHlwz1z	C	P	S	https://bogoduhivska-gromada.gov.ua/	✓	–
23	2023	A	Chortkiv	ЧОРТКІВ тут ти вдома	You Are Home Here	https://www.instagram.com/p/Cww038TtViZ/	S	M	A	https://www.chortkivmr.gov.ua/	–	–

* TOT – Temporarily Occupied Territory

Source: compiled by the author.

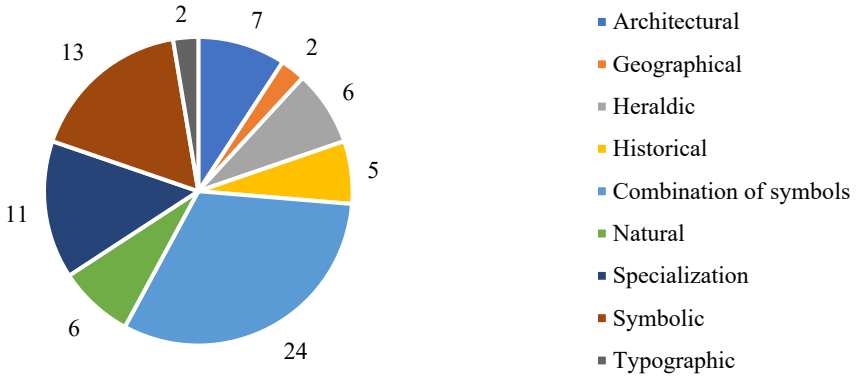

Figure 3. Quantitative breakdown of city logos by theme

Source: compiled by the author.

According to the results of a study of city brand books and a visual analysis, it was found that:

- 7 cities have architectural logos: Ivano-Frankivsk (a projection of the City Hall), Kropyvnytskyi (a projection of St. Elizabeth's Fortress), Lutsk (a key and the Entrance Tower of Lutsk Castle), Lviv (five towers from the city center: the bell tower of the Armenian Cathedral, the Korniakt Tower, the City Hall, the tower of the Latin Cathedral, and the bell tower of the Bernardine Monastery), Nizhyn (a logo in the shape of a church), Ostroh (the Tatar Tower), Chortkiv (the castle, the old and new city halls, and the Dominican Church).
- 2 cities have geographical logos: Berdychiv (the city's actual landscape, using the "golden ratio" approach) and Bila Tserkva (a map of the city).
- 6 city logos have a heraldic basis: Kremenchuk (based on the city's coat of arms but rendered in a minimalist style), Novovolynsk (inspired by the visual appearance of the city's coat of arms, with an artistic transition from a chestnut blossom to the shape of a cursor (arrow)), Oleksandriia (a minimalist depiction of the coat of arms, inspired by associations with nature), Vinnytsia (modernized coat of arms), Khmelnytskyi (the logo preserves the concept of the coat of arms, with arrows symbolizing the city's focus on development and evolution), Dubno (based on the coat of arms).
- 5 logos are formed on the basis of the historical past of the cities: Zviahel (historical symbols: visualization of the bell placed on the fortress), Kerch (the columns of Panticapaeum, the sun, and the Ukrainian letter "E" "E" which resembles the Kerch Strait between the Black Sea and the Sea of Azov), Mala Vyska (a plane with historical significance (the first airplane designed by Ukrainian engineer Oleksandr Kudashev and the "Vys" aviation festival), Feodosia (associations with Greece, winemaking, myths, and Gods), Kherson (using images of the Scythian-Sarmatian period and the Fibonacci's "golden spiral").

• 24 cities have logos consisting of a combination of symbols: Volodymyr (the Ukrainian letter «*В*» ("V"), a crucifixion and an ornament), Henichesk (rhombuses containing elements that highlight the city's unique features: the sea, an anchor, a bird, a lighthouse, and a fish), Dnipro (a combination of a wave (representing the Dnipro River) and a shield), Zaporizhzhia (lines symbolizing 7 paths (or tourist routes) and a six-pointed star), Izium (the logo combines two types of symbols: 1) bunches of grapes and 2) the meanders of the Siverskyi Donets River (purple circles) with endless forests (green patterns)), Irpin (a human figure in the shape of a tree with leaves inscribed within a rhombus, which is a symbol of fertility), Kamianets-Podilskyi (the square (a symbol of the rock upon which Kamianets stands and from which it arose) and the five rays, which symbolize the target audiences the brand is focused on: residents, tourists, entrepreneurs, young people, and the municipality), Kamianka-Buzka (featuring the image of a cat and theatrical facial expressions), Kyiv (a "drop" representing the Dnipro River; a "chestnut" symbolizing the city-as-a-park; a "dome" reflecting the abundance of churches; a "heart" denoting a comfortable, welcoming city), Kolomyia (a symbol consisting of three basic components: a star, which is an archaic spiritual symbol and the central element of the Kolomyia pysanka, a circle (an ancient symbol synonymous with the city), and eight arrow-like sectors), Melitopol (a combination of honeycombs and machine gears, reminiscent of a rushing stream and the city's name, whose three letters form an image of cherries), Nadvirna (the Ukrainian letter «*Н*» ("N")), a spruce branch, elements of Hutsul ornamentation, tracks left by skis, a bicycle, and a car, as well as the reflection of a railroad track), Pivdennoukrainsk (a heart combined with rich Cossack symbolism: a falcon, sabers, the letter "G" representing the island of Hard, the Rocky Church, and Berehynia), Poltava (a bow with a downward-pointing arrow, framed by the city's emerald greenery, topped by three flowers symbolizing the three historical hills of ancient Poltava: the central one being Ivanova Hora, the one on the left Monastyrska, and the one on the right Instytutska), Pustomyty (square – city, arrow – movement), Rivne ("silver" gate, an eight-pointed star (referencing embroidery), visual feature (parks), crossroads (city at a crossroads)), Saki (a stylized four-leaf clover, where each leaf has symbolic meaning: blue – the sea, green – parks and clean air, pink in the shape of a heart – the love and hospitality of the townspeople, brown – the resort's therapeutic mud), Slavuta (two Ukrainian letter «*С*» ("S") shapes resembling hands that form the letter "S"; one hand features three green leaves (representing the city's nature) while the other holds three water droplets (symbolizing the city's waterways)), Slavutych (the letter "*І*" (ideas, innovations, intellect, etc.), an arrow, hands surrounded by buildings, a road, arches), Starobilsk (a circle, the Ukrainian letter «*С*» ("S") framing the city like a dome, and figures symbolizing architectural landmarks, the Aidar River, parks with public squares, cycling culture, etc.), Uman (three sectors

symbolizing a Cossack with a spear, the "Sofiyivka" National Dendrological Park, nature, and youth), Fastiv (the Ukrainian letter «*Ф*» ("F"), a tree, a heart, and a knot), Chernihiv (a tangled ball of thread incorporating images of a church, a ghost, a sword, and a river), Yaremche (mountain silhouettes and traditional motifs characteristic of Hutsul culture).

- 6 logos are based on natural motifs: Berdiansk (a heart containing waves that represent the sky, the sea, beaches, and greenery), Bilhorod-Dnistrovskyi (a bunch of grapes and a sea wave), Izmail (the Danube River and the sun), Stryi (a rushing river current), Sudak (a frog – inspired by Mount "Bakatash", which translates as "Frog Rock"), Ternopil (the Ukrainian letter "T" composed of three green cubes symbolizing the city's parks, along with blue waves representing the local Pond).
- 11 logos reflect the specialization of the cities: Boryslav (a drop of oil); Boryspil (an airplane taking off into the sky), Drohobych (the logo consists of a salt block, Yuriy Kotermak's astrolabe and the Ukrainian letter «*Д*» (D); with the composition rounded off by a smile), Kalush (three salt blocks on a red background symbolize salt production as the main industry), Mariupol (an anchor in a stream of molten steel pouring from a metallurgical ladle), Mykolaiv (the Ukrainian letter "M" formed by two fully billowing sails riding the waves, and a flag fluttering above it, indicating the direction of the tailwind), Myrhorod (the healing properties of the world-famous Myrhorod mineral water), Morshyn (mineral water (balneological resort), Nova Kakhovka (wave-like strokes symbolizing the Kakhovka Hydroelectric Power Plant), Odesa (a heart-shaped anchor), Yavoriv (a traditional Yavoriv toy).
- 13 cities have symbolic logos: Bohodukhiv (a fireworks symbol and an image of a blackthorn tree), Donetsk (the letter "D", which resembles: a diamond, a piece of coal, and a rose), Energodar (a shape resembling the orbits of atoms under a microscope, which also echoes the ethnic symbol of the Ukrainian vyshyvanka), Zhytomyr (the Ukrainian letter «*Ж*» ("Zh") composed of geometric elements typical of Polissia folk ornamentation: rhombuses, crosses, and stripes), Zhovkva (a logo consisting of six elements that collectively form the Ukrainian letter «*Ж*» ("Zh"). Each element represents religion, landscape, education, architecture, community, and culture), Kryvyi Rih (a horn formed from a mosaic of ore strata: a "horn of plenty" symbolizing the confluence of the Inhulets and Saksahan Rivers and the Cossack figure "Rih" with colors representing ore deposits and the smelting process), Pavlohrad (the logo has no official meaning, but visually it resembles a stylized Ukrainian letter «*П*» ("P") symbolizing growth and movement), Sumy (the letters symbolize well-known facts about the city (the gazebo, the "sotnia", roses, etc.) while the dots between the letters represent the interesting sights worth seeing (architecture, landmarks)), Uzhhorod (the Ukrainian letter «*У*» ("U") resembling a sakura blossom), Kharkiv (a green shape that hat resembles the Ukrainian letter «*Х*» ("Kh") from the outside),

Chernivtsi (a pattern from a traditional embroidered shirt (vyshyvanka)), Chornobyl (the surface of the fourth reactor), Chornomorsk (the Ukrainian letter «*Ч*» ("Ch") with a tail shaped like a hook or a fish's tail, symbolizing a maritime theme).

- 2 cities have typographic (text-based) logos: Korostyshiv (an unusual combination of letters) and Novoyavorivsk (a purely typographic logo, since the city does not have a symbol that is particularly well-known or distinctive).

Based on the data presented in *Figure 4*, it can be noted that only some Ukrainian cities (11.50%) have their own brands, and these have been officially approved in only 43 cities (81.13% of the cities with brands / 9.33% of the total number of cities). Additionally, 23 cities (4.99%) have logos, of which only 13 (56.52% of the cities with logos / 2.82% of the total number of cities) have been officially approved.

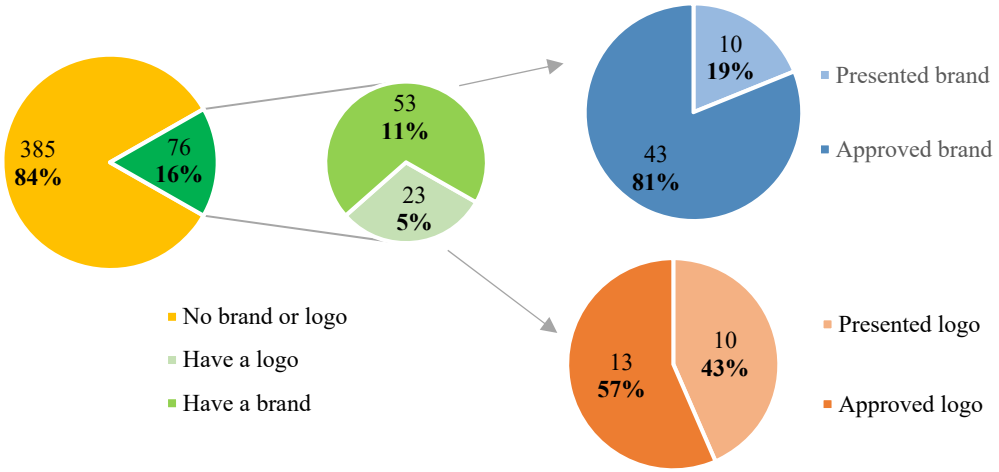

Figure 4. Analysis of Ukrainian cities for the presence of a logo/brand

Source: compiled by the author.

Thus, this study has provided a comprehensive overview of the level of city branding development in Ukraine and identified cities that require further brand implementation.

Conclusions

The scientific hypothesis underlying the study – that only some Ukrainian cities have an officially established brand, while a significant number of cities do not use branding as a tool for territorial development and positioning – has been confirmed. Currently, 384 cities (83%) do not have their own visual identity, which presents significant potential for the development of territorial branding in Ukraine.

As a result of the research, the following examined the administrative-territorial division of Ukraine, analyzed official city council websites, presented the visual identities of cities, systematized data on the presence of

Ukrainian city brands and assessed the current state of their development. It has been determined that city branding in Ukraine is at an insufficiently developed stage: most cities do not have clearly defined brands, while some use individual elements of brand attributes without a systematic or strategic approach.

The scientific novelty of this study lies in the systematization of information regarding the existence of brands for Ukrainian cities and the definition of their visual identities.

The practical significance of this study lies in the ability of local governments to use its findings to analyze the competitive environment, identify best practices, and determine areas for improving existing brands. This will help prevent the duplication of existing visual and conceptual solutions and promote more coherent and competitive city brand development.

This article is part of a comprehensive analysis of the state of territorial branding in Ukraine. Therefore, future research should focus on analyzing the branding of villages, settlements, territorial communities and regions of Ukraine. In addition, relevant areas for future research include identifying the impact of branding on territorial competitiveness and socio-economic development, as well as developing methodologies for assessing the effectiveness of territorial branding.

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