

Thus, the measures that society must implement to protect the air are as follows:

- minimization and prevention of emissions of harmful substances into the atmosphere through the use of environmental filters by industrial enterprises;
- switching to the operation of eco-friendly transport and home appliances;
- controlled recycling of waste, especially for household waste combustion;
- introduction of integrated "green" (eco-friendly) alternatives that would be useful not only for air but also for human health (for example, encouraging people to use bicycles as it is useful both for environment and for health);
- development of environmentally-friendly legislation and programs.

Thus, in order not to deteriorate the state of the atmosphere, it is necessary to reduce negative air emissions and to introduce the system for monitoring gas emissions and other pollutants.

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## **LOGO IN ADVERTISING**

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The logo is one of the most popular and widely used graphic and marketing concepts of modern time.

Since advertising in any region and country of the world is a rather important phenomenon of social, cultural and linguistic reality, the study of the graphic language of advertising messages is also a very important issue, since the quality of graphic content of advertising largely influences the quality of advertising and the economic performance of the manufacturer.

The use of the logo in advertising, of course, requires constant scientific support, since almost every month a number of graphic images appear in international advertising practice.

The issue of the use of logos in advertising is at the crossroads of many disciplines, primarily design sciences and advertising.

As you know, typography was invented many centuries ago; this led to a real revolution in advertising. Significant diversification of print advertising (leaflets, posters, address books, trade information) allowed us to turn directly to the consciousness of individual consumers of the products that were advertised. At the same time, the shortcomings of a purely text poster were overcome in poster forms of advertising that combined both text and images. It should be noted that the poster was extremely actively used before the advent of television. Especially significant was the role of graphic media advertising, since the 1920s.

In XX century, when companies began actively resort to numerous methods of "imposing" a product or service. The basis of these techniques was the repeated repetition of individual images, which allowed them to capture the involuntary attention of the audience. The researchers call the time of the mass introduction of the logo in the advertising activity in the 60s of the twentieth century. In the 1990s, there was a growing interest in the use of logos in advertising activities in Ukraine. In the future, the trend for the penetration of the national and cultural heritage of our people in graphic design turned out to be in the formation of the corresponding logos of leading domestic brands, only intensified.

So, the logo is the basic component of the advertising appeal. As noted A.R. Buravskaya and I.A. Kuznetsova "until the middle of the XIX century, the logo was called any text cliché, which does not need to be typed again each time" [ 1]. In the XX century, the logo was called font stylized inscription.

In order for a logo to be popular, which is important for advertising campaigns, it must be easily recognizable, for which the corresponding associative series of text and graphic elements are used. In this sense, it is worth noting the significant role of the artistic and plastic language in the creation of high-quality modern logos in Ukraine. According to L. Bessonova, "the design model of the Ukrainian logo has not yet been completely finalized; it is able to overcome contradictions and define its own identity, however, there are prerequisites that open up the prospect of its formation as a national one" [ 2].

The classification of logos is an important scientific issue directly related to advertising practice.

### **Logo classification**

- a) linguistic (verbal). Formed from words, letters, numbers or combinations.
- b) pictorial, expressed using the image. Another definition is a graphic symbol.
- c) a mixed type, provides for a combination of linguistic and figurative elements.

Summarizing the above, we came to the following conclusions:

- the logo is a basic component of the advertising appeal. The time of the mass introduction of the logo in advertising, researchers call the 60s of the twentieth century;

- according to one of the most common and reasoned definitions, the logo is the original designation, the image of the full or abbreviated name of the company or the goods of the company, which contributes to better memorization of the company's image.

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## **LAND MANAGEMENT METHODS**

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Land administration is an important instrument of state policy aimed at increasing the efficiency of land use. The paper will consider methods for managing land resources, as well as analysis of land resources management.

Actual disclosure of features and assignment of settlements' land is relevant through analysis of land resource management methods and land use directions in settlements.

Allocate the following directions of the land plot of the state, which are considered major in the cities:

- formation of a plan for modification of legal relationships with land taking into account the characteristics of lands of different categories;
- formation of indicators of urban land management and urban development;
- formation of indicators of land tenure and land use efficiency in cities;
- establishment of an acceptable balance of competitive and non-competitive forms of land allocation, taking into account the investment objectives of the regions, the development of the real estate market and mortgage lending, the provision of state and municipal needs, as well as social factors;
- implementing the task of managing the land resources, which increases the efficiency of state regulation of financial flows - to extend the use of stock market instruments.