

Corporate Identity of a small enterprise

Bachelor thesis

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Abstract

This bachelor thesis deals with a corporate identity of a small enterprise. The goal of this thesis is to create a new corporate identity for the company Pružiny s.r.o..

The first chapter focuses on a description of individual components of corporate identity, its importance and principles of the usage. The literature review also describes terms like corporate culture, corporate communication, corporate image.

The second chapter gives an importance on a designing process of a logo and logo manual with principles of a right usage.

Keywords

Logo. Logo manual. Corporate identity. Corporate design. Corporate image. Corporate culture.

Abstrakt

Táto bakalárska práca sa zaoberá firemnou identitou malej organizácie. Cieľom tejto práce je vytvoriť novú firemnú identity pre spoločnosť Pružiny s.r.o..

V prvej časti sa sústredím na popis jednotlivých prvkov firemnej identity, ich dôležitosť, a taktiež na zásady správneho používania. V tejto časti môžeme nájsť aj podrobné definície firemnej kultúry, firemnej komunikácie a imagu firmy.

Druhá kapitola kladie dôraz na proces návrhu loga a jeho manuálu so zásadami správneho použitia.

Kľúčové slová

Logo. Logo manuál. Firemná identita. Firemný dizajn. Firemný image. Firemná kultúra.

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1 Introduction

The first impression is crucial for success in a business. In this manner, there is a wide range of components which participate on its success with a different proportion. This mainly include: business management, characteristics of product or service, human-resources management, influence of competition, social-political aspects and many others. One of the most significant is, admittedly, the company's identity – the manner which a company presents itself to the public.

The most important visual output, which is used by a company on daily basis is its logo. The company's logo is like a face for a person. Using a logo, the company lets people to know, that the organization exists and people can remember its name and core business at the right time. Here we talk about “corporate identity”. From one side it is a visual identification as a part of marketing communication, on the other side it defines the internal structure of the organization. The primary motive is to discover as to how the employees perceive the company itself. Precisely, it is a tool that helps us understand the image that the company has framed in the eyes of its employees.

Every day we can notice that many companies, products, services still do not place any importance on its visual identity. However, I think it can be important for a small enterprise to reach new customers and keep the current and loyal ones through having a good corporate identity.

1.1 Topic

No matter what the size or profit rate of corporation is, all the corporations must have a well planned corporate identity that expresses the corporation in the best possible way. The strongest supporter of a corporation to express its difference from others lies upon that it has a unique and planned design corporate identity. To be the reason for preference of both the target market and society, and gain reputation requires hard and successful work of corporate identity designing, which I am going to work on in this thesis.

2 Objective

This thesis deals with the creation of the new company's corporate identity and the application on the concrete company – Pružiny s.r.o., which can help to improve customer awareness and to increase the company's competitive edge. In today's competitive marketplace, it is imperative to ensure that everyone within the company represents the company the same way each and every time they interact with customers. Having an efficient corporate identity benefits a business in many different ways - shows its customers to be recognized, remembered, respected and serious about being successful in the industry. Literature review explains the term corporate identity, the importance, the different elements which are part of the corporate identity and principles of the usage. The final part contains the analysis of the company itself, their customers, competitors and lastly creation of the design of the visual elements of the company's graphics. This includes mainly making a new logo, evaluation of the current and creation of the new webpage, business cards, presentation and other business stationaries and promotional items. For better understanding of the right usage, the graphical manual is included. The new corporate identity is then compared with the current corporate identity and evaluated by the company itself through a questionnaire. The final part will concentrate on the economic evaluation of making a new corporate identity.

3 Basic terms

3.1 Relationship between corporate identity and image

Parallel to our own particular identity and image making is the regular inclination of every business or foundation to separate itself from its competition and to make mindfulness about its appealing, promising position among its targeting group. In that regard, firms are much the same as individuals - each has its own, individual character, cultural and social ties, and philosophy.

The most specific parts of the corporate identity - the logo and the name of the enterprise, help organizations to overthrow their impersonal image, showing people a "face" as a symbol. [1] *"A corporation without a specific visual style is like an individual without a personality"* [1 p. 38]

3.1.1 Corporate identity (CI)

The history of a corporate identity goes back to ancient times where e.g. army, state or church tried to unify politics of its institution which were realized in particular constancies, and then were presenting their social and authoritative behaviour on public. The first concept of CI in modern definition was processed in the 40s by powerful American air company - Pan American World Airways. Later on, also others big companies like IBM, Shell, Lufthansa, BMW processed their corporate identities. [2]

Corporate identity is not just a form that characterizes and conveys the position of the organization on the market. It is mainly used to accomplish its future image to satisfy its potential development, how the organization should look in a couple of years. The formation of a solid, timeless corporate identity is a long procedure, which must be done carefully, continuously with a strict plan. [1]

When establishing a company (or during a purposed change of corporate identity), the company should clearly set up its internal values and structures in order to present itself outwards. It could be a mistake for the company to create a new identity based just on the colours, shapes without having a symbolic base of chosen abstract values.

Corporate identity is the reason why many people associate Ferrari brand with a red colour or Mercedes with a star. We got used to recognize brands combining different colours, shapes, designs which are connected with a brand. [3]

Why is it sufficient to have a corporate identity?

- a) Creation of CI means to think strategically – it is a company's plan for a future development to make a good decision about building a design with a purpose.

- b) With a creation of CI, a company is increasing its position on the market – every well designed leaflet, business card, webpage increases perception about customer's brand awareness.
- c) Having a design manual shows people a company's background – creating a design based on the principles and rules is not efficient just for a company, but also for designers, printers or marketing staff
- d) To be a professional means to have a CI – the company needs to persuade others that it understands to what it does
- e) A good CI creates an emotion – the goal of CI is to find a positive emotion and encourage an identification within a brand. Later, the company receives a feedback from its customers, partners and employees [3]

3.1.2 Corporate image

This phrase is often interchanged with the term - corporate identity. Svoboda defines corporate image as *"the result to which corporate identity aims throughout the organization's philosophy, corporate design, corporate communications, corporate culture and product of the organization"*. [2 p. 54]

It is how a company is perceived by its clients, external co-workers, competition, media and public. Using tools of marketing communication, the company is trying to reach the best possible image in order to be seen positively with all possible attributes and associations connected to it. [4]

3.1.3 Rebranding

Rebranding is the way toward changing the corporate image of a company. It is a market technique of giving another name, symbol, or change in plan for an effectively settled brand. The thought behind rebranding is to make an alternate identity for a brand, from its rivals, in the market. [5]

The most common reasons for rebranding:

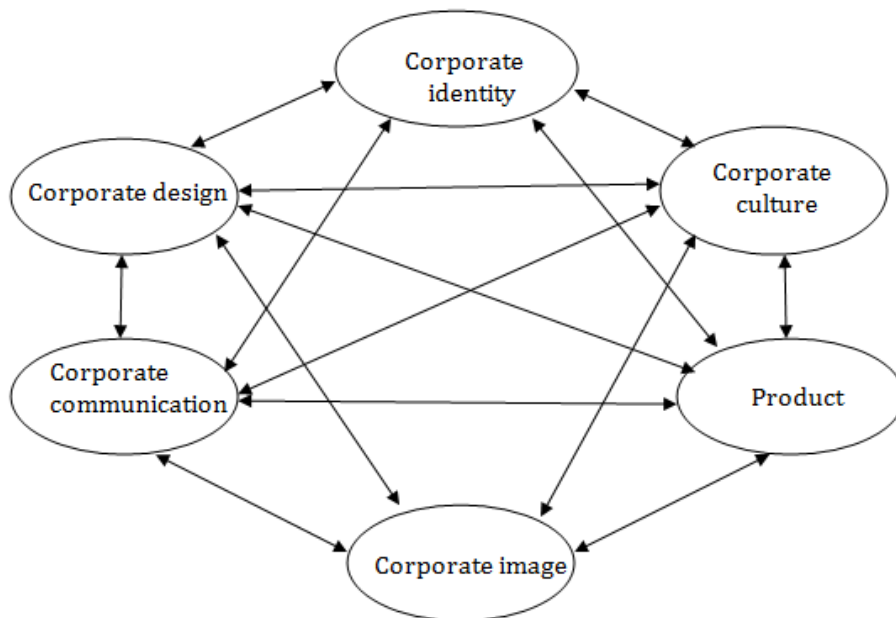
- Change of owner – the new owner wants to declare the changes he or she introduces
- Change of market position – the arrival of a new technology
- Change of communication strategy – the company revises its values or goals
- Change of target group [1]

4 Corporate identity subsystems

Corporate identity does not just consist of graphical outputs which are used for presenting a company to the public, but also of its subsystems which are important as well. They are influencing each other, making different relations and they operate towards and outwards the company. [6] These include:

- Corporate design
- Corporate communication
- Corporate culture
- Product/Service

Figure 1 *System of corporate identity*



Source: [6]

4.1 Corporate design

Is a complex of visual constants which are used inside and mainly outside of the company's communication. Corporate design is made of: name of the company and the way of its presenting, logo, typography and colours, promotional stuffs, employee's uniforms... Graphic form of individual components of visual style should be included in design manual, which defines its usage. [6]

Design manual

Záruba describes the corporate design manual as the *“Bible of the consistent application of all visual style elements in all fields of corporate communications.”* [1 p. 50] Without it, the process of the professional usage of a new visual style would be quite hard, almost unattainable. The logo itself assumes a less essential part in the general effect of the corporate design than its concrete application explained by certainly specified rules. The corporate design manual is in this way the most essential document containing every single critical part of bringing the visual style into the regular day to day existence of the organization. [1]

Every graphical manual should contain:

- Summary of graphical rules
- Definition of a document layout
- Definition and set of rules of used fonts
- Definition of colours
- Logo and its variants and rules for its usage
- Company's documents (letterheads, business cards, presentations...) [6]

4.2 Corporate communication

Vysekalová interprets the corporate communication as a *“complex of all forms of behaviour used to communicate with internal and external surroundings.”* [6 p. 63] It is an external presentation of corporate identity and the basic source for corporate culture. Through it, the image is also effected by using the way a company communicates with different target groups.

Corporate communication consists of public relations (making a relationship with public through media), corporate advertising (promotion of a brand, product or service), human relations (communication at labour market) and employee relations (internal system of informing own employees). Specific kinds of corporate communication can be: investor relations (annual reports to shareholders or business partners) and university relations (communication with organizations dealing with science, education or research). [6]

Social media

Social media has a treasure trove of benefits to help grow a business. By using it, the company can learn more about its customers, engage with an audience, and extend brand easier. According to the Lewis agency *“79% of Czech companies considerate blogs, discussion forums, videoportals as useful mediums.”* [6 p. 66]

4.3 Corporate culture

Corporate culture is made of an arrangement of shared views, attitudes, and convictions held by the organization's employees, which add to the inside condition of

the organization. The social picture of the organization is established in its conventions, the patterns it pursues, and its economic health. It characterizes the climate of the organization and makes the loyalty of its employees stronger. It is communicated through workplace rules, corporate atmosphere, and management style; every one of these perspectives characterize the corporate communication, both internal and external. Individuals are extremely conscious to the contrast between what an organization or a social establishment claims and how it truly acts in public. [1]

Four basic elements of corporate culture are:

- **Norms** – the ways how things are done in organizations; the rules, tasks and standards of the organization. These, for example, include dress codes of employees, leading ethics...
- **Heroes** – individuals from the association who personify its qualities and highlight its vision.
- **Rituals and rites** – celebrations, exhibitions, and activities that cultivate and fortify cooperation and feeling of incorporation. They are what make employees feel part of something bigger than themselves, that something is worth being part of. These can be for example yearly gatherings, sales meetings, authoritative retreats, or some other gathering activities.
- **Values** – the goals, views and philosophies that an organization shares. For instance: the organization's mission statement. [7]

4.4 Product or Service

Product or service, which is offered by a company, is an important part of corporate identity. It is a reason for company's existence. Also, it is the core of business enterprise and it influences all elements of marketing communication of a company. [6]

Many of the products have become iconic during its existence and owning them means much more than owning just a physical product. This added value of the product is very important for corporate identity.

Firstly, owning a product should bring us enjoyment. A firm can reach this by a good marketing campaign with high quality of a product included. If a company proves it, a personal identification with a product can occur while customer's usage.

Another feature of a product, which can develop corporate identity, can be its aesthetic attributes. They can satisfy individual style of a customer which can again contribute to identification of customer with a brand through a product. This may include clothes or fashion accessories.

Finally, product allows a self-expression and stylization. It can happen in the case, when a product has some symbolic value in order to represent customer himself. For instance, by using electronic automobile a customer informs others that he has an ecological lifestyle and he is interested in a "green environment."

4.5 Corporate identity design

A company can communicate with public differently. From a usage of TV commercials to campaigns, which increase brand awareness. However, for small and medium companies, this kind of communication is often very expensive and unattainable. They should rather use the outputs which are not that costly, but still in a high quality in order to persuade potential customers in positive buying behaviour. To make it possible, they should use the elements of corporate identity which I am going to describe in following pages.

Figure 2: Visualisation of CI elements using a logo (mock-up)



Source: graphicburger.com

4.5.1 Logo

The logo is the keystone of corporate design. The logo ought to never be made in an unplanned, purposeless manner! They empower huge enterprises to emerge against their competition, influencing people even on the most remote corners of our planet (for instance, one can discover a Coke machine all over the place). They additionally, allow others - smaller or bigger subjects, companies, political gatherings, and news-media enterprises to show their existence on the planet. From the useful perspective, a brand ought to be an easily remembered, understandable symbol. From the stylish perspective, it ought to be timeless as far as both utility and typographic quality, including its colour and general shape. Sometimes, however, this is not valid, and the colouring or patterns makes a climate more significant and common to people than the logo itself. [1]

4.5.2 Naming

It is a creative, and interactive process requiring background in linguistics, advertising, research, and trademark law. Sometimes also for the specialists, finding a name for an organization, item, service that can be legitimately protected presents a challenge. Different brainstorming systems are utilized to produce hundreds, if not thousands, of choices. Names should be judged against positioning goals, execution criteria, and accessibility with a segment.

4.5.3 Letterhead

The art of correspondence and the letterhead have kept going from the plume pen to the typewriter and the PC. In spite of the fact that voice messages and emails have turned into the most broadly utilized type of correspondence, the letterhead is not yet out of use even in the twenty-first century.

The letterhead, printed on fine paper remains a core application in the brand character framework even with electronic letterheads. The letterhead with a unique mark is a great channel to do business. It is viewed as a dependable verification for doing business, and it often conveys an important message or contractual agreement. It is still viewed as the most formal kind of business correspondence and has an implicit dignity. [8]

4.5.4 Business card

Each day millions of people say, "May I have your card?" This commonplace business ritual looks different around the globe. In Korea you show respect for a colleague by presenting a business card in two hands. In the Far East most corporate business cards are two-sided, with one side, for example, in Korean, and the other side in English. The Western-size business card is slowly becoming the standard around the world, although many countries still use variations of larger card. The business card is a small portable marketing tool. The quality and intelligence of the information are a reflection on the card holder and her company. In the future a high-tech business card may double as identification card and include a user's fingerprint or other biometric data. [8]

4.5.5 Presentation

During a communication with customers it is good to make an impression using mediums like presentations or videos with visual elements of corporate identity. A good way of keeping a brand on top of mind while presenting is to have a logo appear in slides. It is necessary to keep it subtle and discreet, along the border of the slide because it is very common that people will forget the name of the company in a minute while passing the first slide.

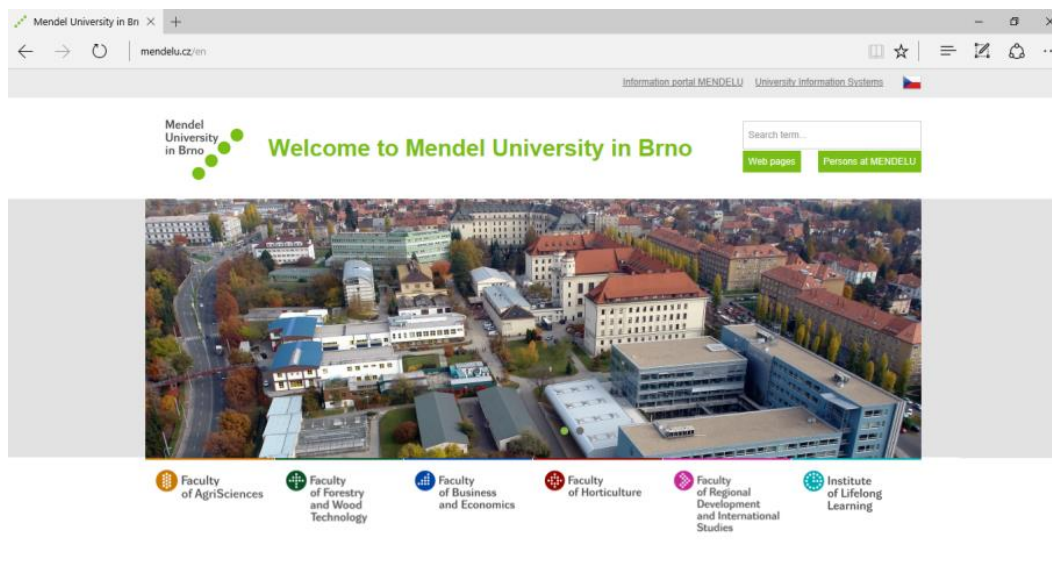
4.5.6 Corporate promotional gift items

These products, often branded with a logo or slogan, used in marketing communication programs, are usually a minor part of a corporate identity. Almost anything can be branded in order to promote a company – pens, mugs, t-shirts, keychains, posters, toys...The most popular ones are wearable items and eco-friendly promotional products such as those created from recycled materials and renewable resources.

4.5.7 Web

A website is the next best thing to reality, and in some cases it is more efficient, more user-friendly, and faster. The best websites understand their customers and respect their needs and preferences. A company's website should quickly answer these questions: "Who is this company? Why does anyone need to know? What is in it for me?" [8]

Figure 3 Example of a web design as a part of visual identity



Source: mendelu.cz

5 Logo

Logo is recognizable graphic design, stylized name, unique symbol, or other device for identifying an organization. It is included, or printed on all advertising, buildings, communications, literature, products, stationery and vehicles.

5.1 History of logo

Days of yore - 1800

The oldest logos were simply a particular stamp, symbol or literal brand to check who the creator of the item was.

1800-1900

Complex logo transforming in all shapes and sizes. In the Victorian time the logo begun to be more complex, and the beginnings of the principal brands were built up by entrepreneurs like John Cadbury .

1900-1930

The progenitor of the present logo. It was in the mid 1900s that the progenitors of the advanced logo were born, and it is a beginning that we start to see logos and corporate identities being trademarked for the first time.

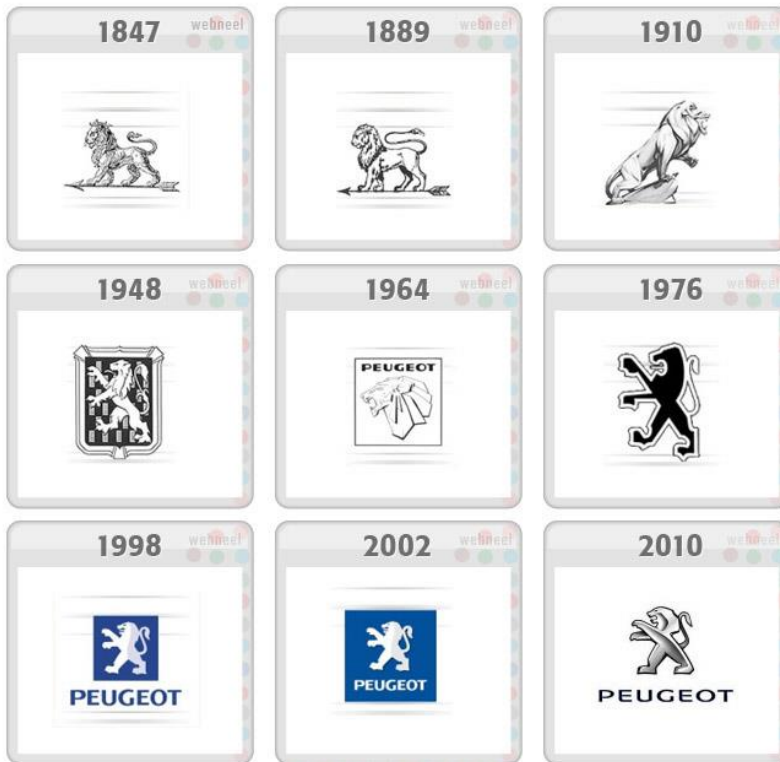
1930-1980

Powerful ideas, making out the brand. The graphic design giants like Paul Rand, Milton Glaser and Alan Fletcher progressed and developed the principles of simplicity that most designers still work by.

1980-present day

Modern day logos of the brand era. The advanced logo is uncomplicated, adaptable, versatile to any sort of media and genuinely built to keep going for their brand(until the following step in development occurs). [9]

Figure 4 Example of Peugeot logo evolution



Source: [10]

5.2 Features of logo

A good logo must always fulfil some requirements. Logo represents a constant in order to uniquely identify a subject, has a signalling function and is an important element for all communication activities. It should be unique, simple, easy to remember, applicable on different materials – from letterhead to a sign for a trade exposition, in order to express firm's activities. Logo has emotional and rational functions too. While its creation, it is important to set type of emotions which it should evoke to comply with a corporate identity. Moreover, it keeps an informational function – offers information about a subject and makes it different from others. [6]

- **Simple** – a successful logo ought to include features that are critical to a business. The logo ought to be as simple as possible. Difficult logos with too many details can be disturbing and confusing for people. It is important to take all our inspiration and decrease it down to the basic. A good case of how simplicity can get us more distant than we would plan is Nike – a basic checkmark can depict a lot about their business and leave a good impression.

- **Memorable** – a few moments is all it takes to make an initial impression, however it is necessary to ensure a logo makes an enduring impression too. Sharp colours and unique graphics are only few approaches to stand a business out in a group. One of the best cases of a memorable logo design is Twitter – once we can see that little flying blue symbol, we know it is connected to an activity (tweeting). [11]
- **Timeless** – an organization can be on the market for a considerable length of time, year, decades or even hundreds of years; in this manner it needs a logo that will stand the test of time. A logo might be changed or refreshed slightly after some time, however the logo should not be changed completely, as the company would spend a lot of money on creating new identity. Public bodies or services additionally require logos and as they can't leave business they have a tendency to be around for quite a while and this need a timeless logo design; the London underground logo is a great case of this. It is a basic logo design utilizing basic shapes, primary colours and clean, simple text.
- **Versatile** – a versatile logo is one that will work similarly well at any size and in any colour plan. The most ideal approach to accomplish versatile logo design is to first create the logo in black and white, as, if the logo works in these colours it will most likely work in any reasonable colour scheme. A suitable example of versatile logo is the Apple logo.
- **Appropriate** – when outlining a logo it is important to consider the business, product or service that the logo is speaking for. Each logo is distinctive and requires an alternate approach. To give an example, a logo for a lawyer ought to be clean and linear with one or two colours to speak to show the expertness of the service being presented. [12]

5.3 Types of logos

Vysekalová and other authors describe logos as:

- **Symbol or Icon** – symbols are bold, basic portrayals of a business. They frequently take the shape of a noticeable object, however it is generally adjusted in an abstract way to make it specific. Symbols are generally utilized as an option logo, but since they are basic and compact, they downsize well and are incredible for a good acknowledgment. Organizations frequently use symbols inside their brand since they take significantly less time to process and in many cases, they express thoughts more successfully than text (like traffic signs). Symbols are also universal; they don't have a language barrier, so they are sufficient for worldwide organizations. They are simple to remember and they rapidly come to a mind – e.g. Mercedes, Nike, Twitter. [6]
- **Wordmark** – explains the name of an organization. Even they might seem uncomplicated, it includes much more than just choosing a font and form a name. Wordmarks are regularly styled or adjusted in a way that makes it di-

fferent from a plain font, or sometimes another font may be made particularly for the logo. Wordmarks work best as a primary logo if the name of a business is moderately short. Else, you may pick a combination mark or an emblem to help contrast your primary logo a bit more. The most known wordmarks are: Coca-Cola, FedEx, Disney, Canon...

- **Lettermark** – are like symbols, but they are completely typographic. They act in place of an organization through a simple mark that uses the initials of an organization's name. This kind of logo is incredible for organizations which name is too long, hard to articulate, or not distinct, and it additionally put an equal significance to each word in an organization's name. Like wordmarks, creators after a font, add a particular element to the letter forms, or organize them in an innovative way to make it exclusive and more significant. What's more, similar to icons and symbols, it takes time to create acknowledgment to the point where individuals distinguish a lettermark or icon with a business name. Generally speaking, lettermarks are useful option logos and are utilized by the most known brands on the planet, for example, McDonald, IBM or Coco Chanel...
- **Combination mark** – it combines a wordmark with a symbol, icon, or lettermark. This kind of logo is the best of both worlds; it defines an organization's name while connecting it with a visual icon. It gives a versatility because even the components of well designed combination mark seem to be working well all together, they can also be broken and work separately on their own. Since combination marks include a few unique components, they are more hard to design and require some more time and intention. However it is worth to do it. This kind of logo is additionally much simple comparing with a trademark because of the fact that the combination of all the particular components separates it from other logos and brands. This incorporates names of organizations like amazon.com, 7up, NBC...
- **Emblem** – is created of a few unique parts. The text does not have to be always placed beside or below a symbol or icon. Emblems usually include a business name within a design. This kind of logo reminds us a seal or emblem; it is very compact. What's more, it is frequently observed and utilized as a part of government and sports logos. In any case, seals can be somehow tricky because they are not so easy to split apart and they are difficult to downsize because the words are included inside of the logo. Hence, emblems are not that frequently used. But when utilized as a part of the right context and occasion, they are an incredible and look extremely professional: BMW, Harley-Davidson, UPS... [13]

6 Corporate design: concepts

A successful corporation carries out its work and intentions according to a plan. It knows which direction it wants to go in, and knows how to achieve its goals efficiently. For all forms of communication, both in-house and external, it follows a set of rules. [1]

6.1 The analytical, preparatory stage

For the prosperous result of designing each project, first stage is always crucial. Its objective is to reach as much information as possible to enable a careful analysis and finding out the benefits the new identity is likely to bring. Firstly, it is important to describe philosophy of the company, strong and weak parts of visual presentation and then, to evaluate it with the competitors. It is also necessary to identify the target group, to know its attitudes and assumptions in order to follow local customs as we need to respect the social, ethnic and religious make-up of each region. For the presentation of concepts, one solution (from many) must be chosen as the bottom for the final appearance of the brand. The new visual style includes changes in logo, colour combinations, and typography as well as the initial applications of the new identity (for instance, writing paper and envelopes, business cards, vehicles, logos on buildings...) At the following stage of the design, all these principles should be defined in detail.

6.2 The codifying stage

The most important document for the application of the visual style principles is the corporate design manual. The goal of the manual is to interpret the binding rules and principles for each type and forms of a visual communication. At this phase, the meetings of the implementation team are necessary in order to talk about applications of the future visual style. Later on, when the final version of the future real-life application is ready, it is transformed into writing and pictures in the chapters of manual. At the end of codifying stage, the final draft of the manual is implemented according to the needs of the firm.

6.3 The communication stage

This part is necessary from professional point of view as its goal is to familiarize the public with the new visual style of the company with lectures and training sessions. It is also essential to outline a communication plan that presents the visual style to the corporate employees. The new visual style should be also shown to the general public, mainly in the case of firms or institutions which directly influence the everyday lives of the public (for example, the visual style of a city, region

or country). At this time, the implementation team must cooperate with the marketing department of the client.

6.4 The implementation stage

The last phase of implementating the new visual style is the most difficult one – financially and in terms of organizations. All the parties involved must coordinate precisely whether to apply the identity at once or in stages. For instance, the larger and more complicated the company, the smaller the likelihood that the whole project can be implemented at once. On the other hand, unlike small companies, large corporations have sufficient financial resources. Small companies change their visual identity overnight. However, we also have to take into consideration, that it will take about a year and half before the new visual identity is accepted by the public. The new corporate design is then presented in a key presentation, and later on gradually implemented, from the most important applications to the less important. The biggest weakness of this approach is that the old and new identity tend to merge. [1]

7 Methodology

In the both parts of this thesis, I am using different sources concerning the topic of Corporate identity – literature as well as internet sources. I am using different books, both in Czech and English language.

When looking for information about the company, I interviewed one of the employees of the company Pružiny s.r.o.. Firstly, my aim was to identify basic information about the company – its customers, competition, assortment, which I described in a brief (attachement A). Then, we talked about their current corporate identity and the way of its changing. The most analysed part was a logo. The current logo uses red, blue and white colour, which they want to keep in a new logo too. However, I pointed out that these colours are very intensive and are not appropriate for an industrial company. Shades of blue are commonly used by insurance companies as it means to trust and red colour usually represents energy or danger. I suggested to use, simply, black and white combination which I can compare to colour of springs. Moreover, the application of these two colours on business stationaries can be much easier and cheaper. I was also informed, that they do not plan to use promotional items as it is very costly for this small enterprise.

The next phase includes designing on my own – mind map, sketching, concept creation. Working on this part, I use a way described in a book Logo, written by David Airey. [15] According to Airey, the mind mapping enables to consider many different directions of the design in the stage where it is needed the most. We can say that it is a process of word associations – the aim is to write a word related to the topic and then to make branches and write other words which come to our mind. Finding enough words associated with a “spring“, I can move to sketching. All of us, we were able to draw pictures before using a computer. Deffinitely, it is easier, less restrictive and more creative activity. You may create something what is worth to use, on the other hand you can throw it away easily. Finally, the concept has its structure and then you can turn on a computer. Personally, I use the Adobe Illustrator program where I process some of the concepts which I sketched before. The other possible way is to carefully draw concepts by hand, but it requires much time and experience with different drawing techniques. At this stage, I meet with that employee again to discuss which concept she likes the most and later on, I edit this concept to the final version.

My aim is also to evaluate its current webpage according to accessibility guidelines. There are several aspects, that are used to measure its quality. I answer myself few questions to evaluate it properly, not just based on my opinion. [14]

- Strategy- a good website is backed by strategy. If anyone new comes to this webpage he can clearly find information about what does the company Pružiny s.r.o. do, and the variety of products, they offer. We can also easily recognize the purpose of the company, which is a sale of different kinds of springs to another industrial companies but also to individual customers. To sum it up, I think this part of the webpage is fulfilled successfully.

- Usability – is all about invisible details, but we have to take them into consideration to make a good website design too. This includes: speed, user-friendliness, security, technical details like sitemaps.
The speed of a website is high so it does not make visitors to get bored while waiting on loading. Talking about the information in detail, it is a little bit complicated. It is true that the webpage has its fields (main part, sortiment, surface treatment, transport) and information are divided according to its type, however I miss a search button for easier searching. On the other site, it is good, that this webpage works in different browsers such as Internet Explorer, Chrome, Firefox, and this site also works on mobile devices.
- Style – this part should create a positive impression for visitors. I think, this webpage alignes with the current brand in term of colours, however from my point of view it is a bit oldschool and used colours are “too much“ for an industrial company. Moreover, the pictures included in a sortiment section, look like being cut from a white paper and then being stuck on a blue background.
- Content – in this part I had to concentrate on readability and usefulness. Used font is big enough and black colour in contrast with a blue background makes it easy to read. The content of the webpage is useful to find information new customers need

Finally, I create a questionnaire (attachement B) which I give to other employees of Pružiny s.r.o. in a printed form, to find out if I meet all the requirements given by them. I am also interested about how will they react if they are a new customer and if a new corporate identity will change their buying behaviour. After some time, I evaluate it and I observe that they like a new corporate identity and they think about its implementation. However, this may take some time to put it into practice. My recommendation is to give a questionnaire also to its current customers to observe whether a new corporate identity will change their behaviour.

In the near future, I will be also interested if the corporate identity was changed and if so, which kind of changes it brought. However, I think, the changes will be measurable in 3-5 years in the form of increased number of customers, economical growth.

8 Analysis of the company

In this part I am going to deal with an evaluation of a current corporate identity followed by a its redesign. A goal of this section is to find out as much information as possible, necessary for creation of a new visual identity.

8.1 Client – company Pružiny s. r. o.

The company, asking for a redesign is a small enterprise Pružiny s. r. o. operating in Velká nad Veličkou, Czech republic. Firstly, its main function was to supply its products to clients of PFS a. s. company (the biggest producing company of springs in Slovakia). Nowadays, they are engaged in the production and sale of springs made of from both wire and leaf to other different customers such as Zetor Brno, Tatra Kopřivnice, Agrozet České Budějovice, Hella Autotechnik Mohelnice. They stock the most sold assortment in the area of springs, plate pads that are able to deliver practically within 24 hours.

Business name: Pružiny s. r. o.

Location: 69674 Velká nad Veličkou 712

Identification number: 25517295

Tax identification number: CZ25517295

8.2 Current Corporate identity

The company Pružiny s. r. o. during its 19 years existence has put almost no importance on its corporate identity and marketing strategy. It does not mean they had no corporate identity, but they did not develop it strategically overtime. The old logo (picture below) was not designed by the third party, but the company had processed it on its own. From my point of view, it was unprofessional (wrongly decided colours), and it reminded me a paper clip we can buy in a stationery. The marketing of this company was not developed and used very well too. The only materials used for promotion were product catalogue, pens, and business cards. Letterhead as the part of a business correspondence was not used at all.

Figure 5: Current logo of Pružiny s.r.o.



Source: www.pruziny-velka.cz

Evaluation of a current webpage

I consider this website as a sufficient tool for finding information about the company and its products. The only change I would do, is to make it more up-to-date: adding a presentation of their products to upper part of a website, creating a search bottom for finding information easier, different usage of pictures and of course, I would probably change the colours of the webpage too. For sure, I would add english translation of the webpage too.

Figure 6 Current webpage of the company

PRUŽINY s.r.o.
Velká nad Veličkou

Hlavní stránka Sortiment Povrchová úprava Doprava

Sídlo:
69674 Velká nad Veličkou 712
IČO: 25517295
DIČ: CZ25517295

tel: 518329711
tel: 518329094
fax: 518329661
mobil: 603581160

Kontaktné osoby:
RSDr. Pavol Zeman
zeman@pruziny-velka.cz
Alena Michalcová
michalcova@pruziny-velka.cz
Petra Štěpková

Naše společnost byla založena a zaregistrována na OR KS v Brně 9.2.1998. V počátečním období plnila hlavně funkci dodavatele a dopravce výrobků pro zákazníky společnosti PFS a.s. z Brezová pod Bradlom. Zabýváme se výrobou a prodejem pružin z drátu i pásky. Máme skladové zásoby nejvíce

Source: www.pruziny-velka.cz

8.3 Strengths and weaknesses

Here, I am going to mention internal factors, which are influencing the company. SWOT analysis is purposeless.

Strengths

- Large range of spring products
- Openness to change a visual identity
- Personal contact with customers

Weaknesses

- Outdated corporate identity and culture
- Current logo and company's graphic do not look professionally and do not help to build a positive image
- Lack of social media and marketing experience

8.4 Target group

The primary group consists of other industrial and technological companies such as Zetor Brno, Tatra Kopřivnice, Agrozet České Budějovice, Hella Autotechnik Mohelnice that use springs in the production of something else. Secondary group involves other 5000 customers that have already bought springs from Pružiny s.r.o. at least once.

8.5 Competition

I cannot clearly say, that the company faces some competition because all the firms producing springs (in the area nearby) are cooperating together. Pružiny s.r.o. is either supplying them with springs they produce, or buying from them if they are not able to produce some kinds of springs.

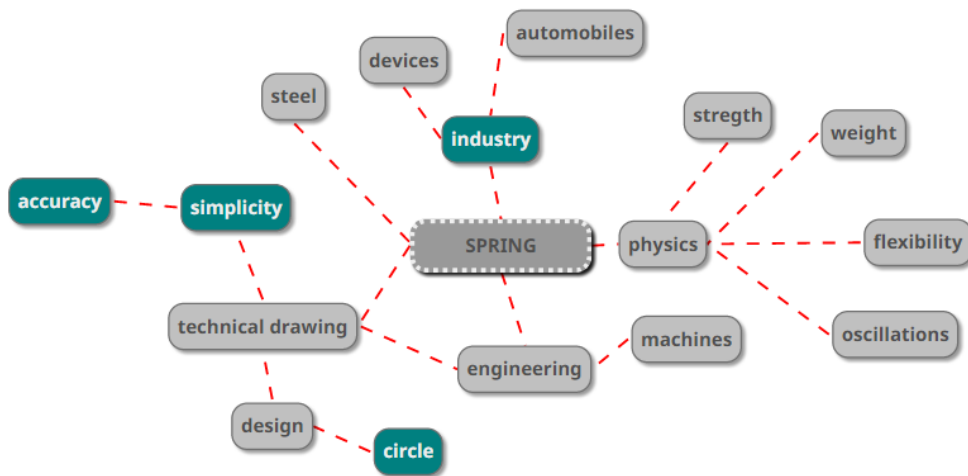
8.6 Benefit of changing a corporate identity

The main reason for changing a logo and creation of a new visual identity is an increasing need for reaching new customers and building a stable corporate image. Keeping the current corporate identity could lead to a stagnation of company's growth. A new logo should show us a progressivity and development of the company. Moreover, a new identity should also attract new customers and motivate current customers for a future cooperation.

9 Designing

The next phase included designing on my own – mind map, sketching, concept creation. Drawing a mind map, I chose some words which I considered as the most useful and which helped me in creation of sketches and concepts - industry, simplicity, accuracy, circle.

Figure 7 Mind map



Below, you can see two of my designs which I processed in Adobe Illustrator and presented to the client. But, they were not chosen. The first one is too large and with the company's name it would be even more. The second one was a little bit edited and used as a new logo.

Figure 8 Two concepts of logo presented to the client



9.1 Corporate design manual

A necessary part of this thesis is a logo manual which includes a logo in a vector format and rules for its usage – recommended colours, type of font, banned editing of a logo and its protection zone.

9.1.1 Logo and its size

Talking with a client, we decided to choose a logo that would suit the best to the needs and goals of a new corporate design.

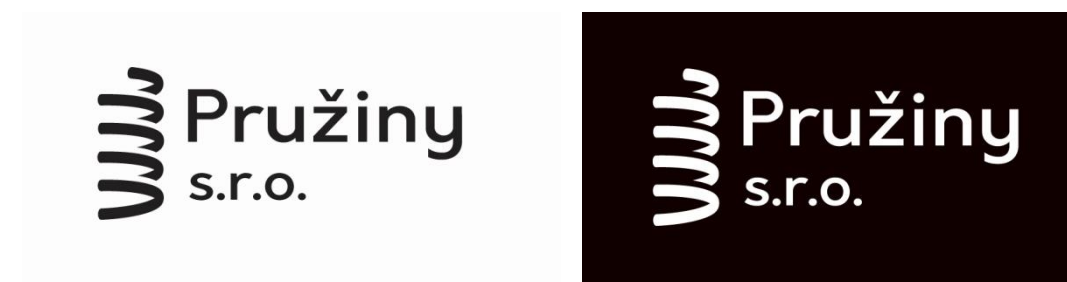
While I was designing a final logo, I decided to add a pictogram of a spring to the company's name, to make sure that also foreigners will understand what the company makes. Below, we can see a final logo in its minimum size.

Figure 9 Final logo in its minimum size created in Adobe Illustrator



Logo is used in a black version. In the cases, when the company uses a dark background, there is also a white version of the logo.

Figure 10 Two versions of a logo – black and white

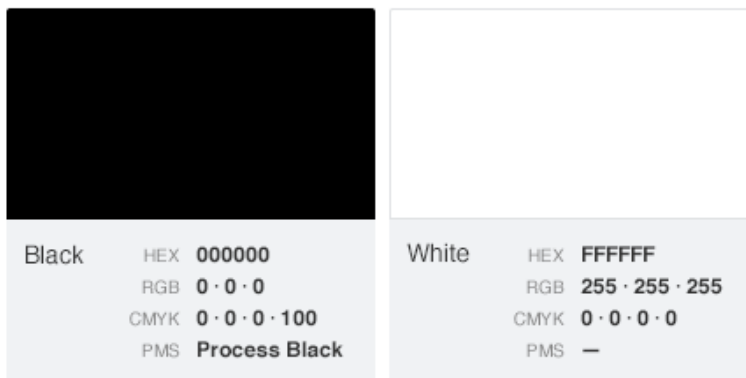


9.1.2 Colours

Choosing the right colours of the logo it would be improper to use bold colours as it is an industrial type of the company. Bold colours would appear wrong (for

example blue colour is usually used in insurance companies; light green for the companies that work ecologically). It was important to avoid similar associations. So, the company's colours are black and white. In combination with technical drawings, projects and other usage, the logo with dull colours will appear distracting.

Figure 11 Colours used to create a logo

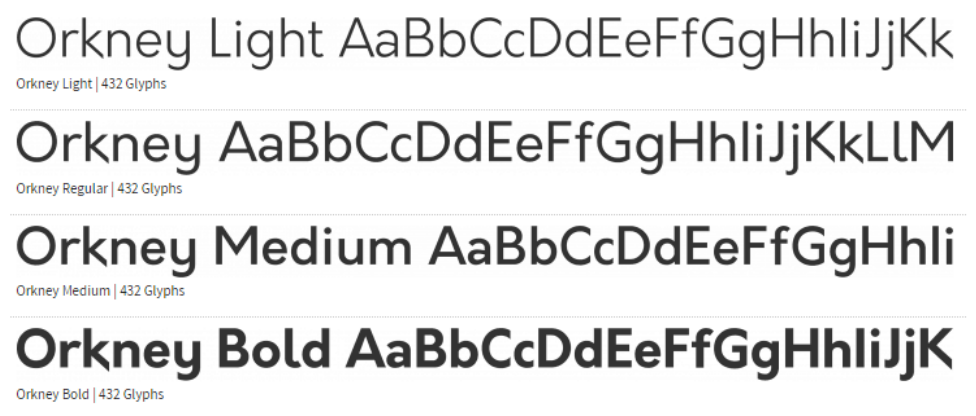


Source: www.brand.linkedin.com

9.1.3 Fonts

The spring pictogram was completed by company's name – Pružiny s.r.o. in Orkney Medium font. It is easy to read, reminds a font used in technical drawings and it can be installed in any firm's computer for free. What is more, this type of font includes also national characters used in our alphabet. If the company decides to use different size of the font (light, regular, bold) it is possible.

Figure 12 Company's font Orkney Medium



Source: www.fontsquirrel.com

9.1.4 Protection zone and prohibited editing

Logo, during its existence, will be used not only by employees of Pružiny s.r.o. but also by external workers supplying the company with promotional items, brochures and other materials used for marketing communication. So, it is important to define some rules, necessary to be followed during the logo manipulation.

Firstly, the logo can stand out just in the case, when it has some protection zone around. The protection zone of Pružiny s.r.o. logo has the same size as the zone between the pictogram and letter P.

Talking about editing, it is forbidden to edit the logo with colours or supplement it with other objects. The logo cannot be resized to change the proportion of its sides and cannot be used on other background colour than white and black.

Figure 13 The protection zone of the logo

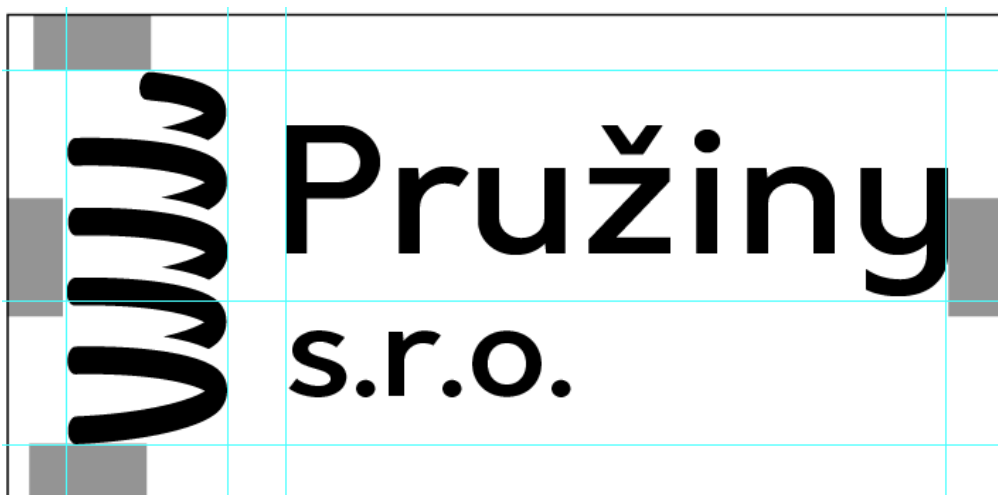
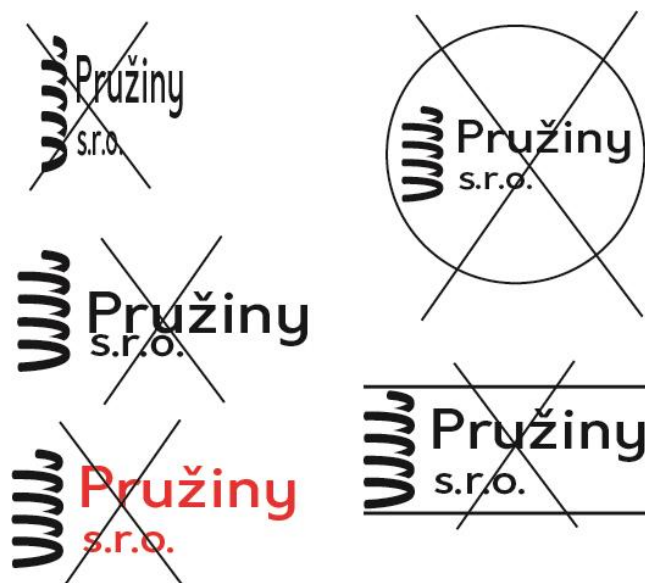


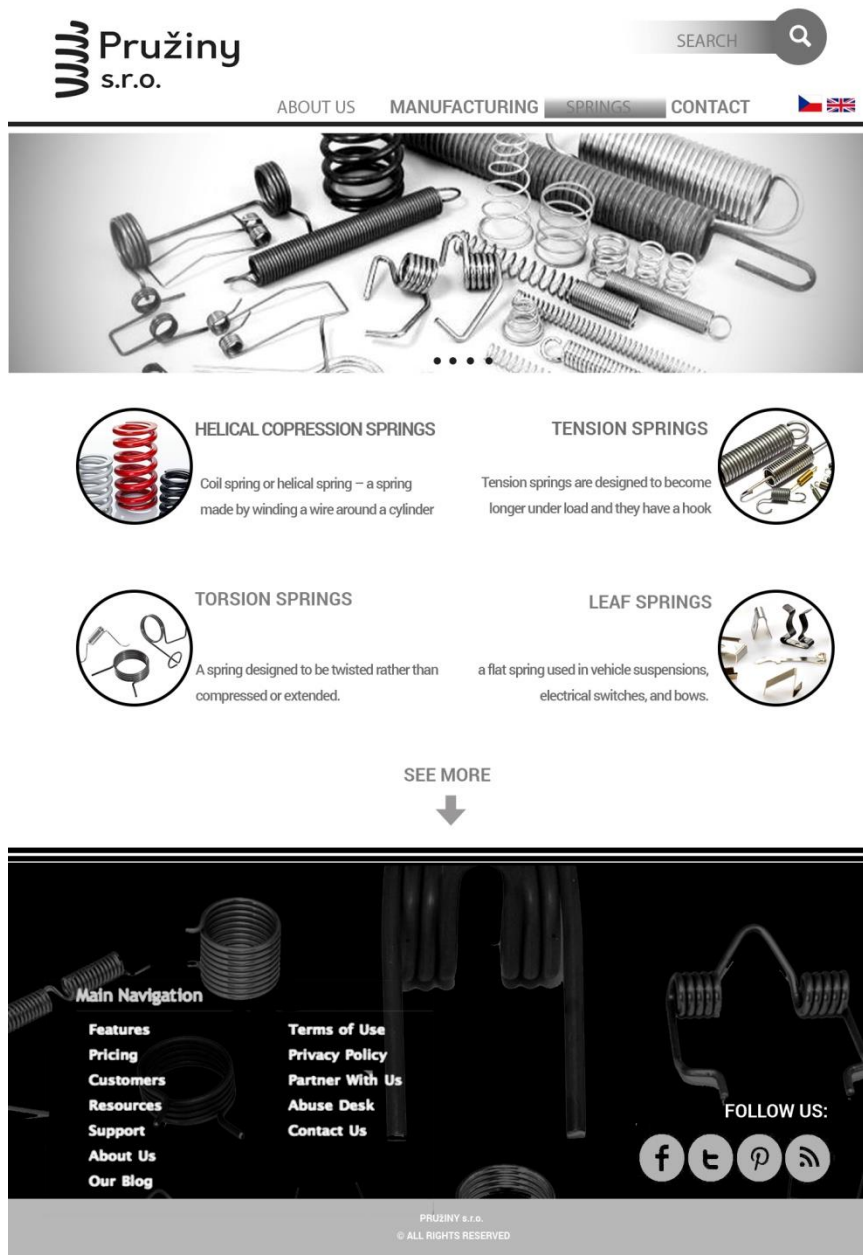
Figure 14 An illustration of prohibited editing



9.2 Webpage

Because the company is still developing and reaching new customers it was also very important to create a new webpage. My aim was to create it in a simple, modern but functional way with a customized content, minimal graphics but with pictures in order to persuade customers about quality of products. Designing a new webpage, I again wanted to keep just black and white colour to make it simple and to remind colours of springs. This webpage contains useful information about the company itself, its products, manufacture in english and czech language.

Figure 15 A new visualisation of the webpage



9.3 Business stationery and promotional items

In this part you can find business stationery and promotional items which are used by company on daily basis. The final mock-ups were realized in Adobe Photoshop program.

9.3.1 Business cards

A business card is a type of business stationery which will be used by clients of Pružiny s.r.o. the most. So, it is important to process it in the most qualitative way in order to make it visually attractive. On the business card, I used a picture of company's springs used in a firm's catalogue and processed it in Adobe Illustrator (changed colours). I wanted to make the whole design as simple as possible without using excessive elements.

Figure 16 The front and the back side of a business card



Figure 17 The visualisation of the business card for one of the employees



9.3.2 Letterhead

Letterhead is designed in A4 format and can be used as an order of employees' uniforms from the other company. For an electronic use, it is important to implement it to the text editor MS Word.

Figure 18 A graphical design of a letterhead



9.3.3 Presentation

The company was not using a presentation before. This kind of presentation can be used in the form of powerpoint presentation, for example on fair trades to present the business activity of the firm. I again used a picture of springs from company's catalogue and put it in each slide of the presentation.

Figure 19 Presentation

 **Pružiny**
s.r.o.



WHO ARE WE?

We are a manufacturing and trading company, offering a large variety of springs: helical compression springs, tension springs, torsion springs, leaf springs and moulding springs with different surface finishing.



9.3.4 Promotion items

Client did not want to spend much money on promotion items as it is very costly for such a small enterprise as Pružiny s.r.o. is. However, for better imagination, I designed some of the most common and used promotion items and gifts.

Figure 20 Logo application on a pen

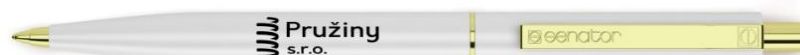


Figure 21 Logo application on a USB



Figure 22 Another type of promotional item – a folder



Figure 23 A company's new design of a car



Figure 24 A leaflet

Pružiny s.r.o.

Jsme výrobně-obchodní společnost, nabízející různé typy pružin: talířové, tažné, tlačné, zkrutné, nožnicové, tvarové - z drátu nebo pásky s různou povrchovou úpravou.

Velká nad Veličkou 712 69674 Velká nad Veličkou, CZ IČO: 25517295 DIČ: CZ25517295	tel: 518329711 tel: 518329094 fax: 518329661 mobil: 603581160	RSDr. Pavol Zeman zeman@pruziny-velka.cz Alena Michalčová michalcov@pruziny-velka.cz
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9.4 Finalization of the project

After processing of logo manual and designing different graphical examples of corporate identity, I presented the final result to the client. I also created a small questionnaire to find out how satisfied the client was. According to it, I observed that the client was satisfied with the final design and showed an interest in using of a new logo and business stationery. The process of implementation is still in a phase of internal negotiation. If the company decides to use a new corporate identity, it will include printing of business stationery and its placing into practice; a requirement for a new web design; production of promotional stuffs; logo positioning in the area of the company.

10 Discussion

As I mentioned in the previous pages, I was using a questionnaire for the evaluation of a new corporate identity. This questionnaire was given to employees of Pružiny s.r.o. in a printed form to find out if I met all the requirements described by them. I also wanted to observe, if the new corporate identity would change their buying behaviour in a positive way, if they were new customers of their company. Analyzing the answers of employees, I have found out, that it would be difficult for employees to know a business activity from the logo, if they were foreigners. On the other hand, the reaction on their current webpage was clear and almost everyone agreed with making it more up-to-date with adding a product presentation, searching field and translating it into english. I advised them not to change it by themselves as they did before. From the table below, we can see, that the price for creating a basic webpage starts at 8 000 CZK, so I think it is worth for company's future development to change it. Over all, they also liked a new logo and they think about its implementation. I also created a design of webpage, presentation, business stationaries, promotional items which can increase the perception about customer brand awareness and then to increase its position on the market.

In the near future, for sure, I will be interested if the corporate identity was changed and if so, what kind of changes it brought.

10.1 Evaluation of the suggested design

The current corporate identity was not made by the external designing company, but by the company itself. This is the main reason, why it looks a bit unprofessionally and oldschool. The company also did not put much effort to its marketing strategy.

In this thesis, I focus on a change of visual identity and creation of a design manual, mainly because of incompleteness and obsolescence. The result of this work should help the company Pružiny s.r.o. to increase competitiveness and reach new customers. Designing of a new corporate identity by an external company can be much expensive than it looks like. It might be a reason why many of small and medium enterprises have an oldschool corporate identity, not completed to the end or not used at all.

In a table below (number one), we can compare prices of five different designing companies according to price of logo itself, logo manual, web design, business stationery and promotional items. As we can see, every designing company offers different price. This is mainly influenced by skillfulness of the designer, difficulty of a new design, the length of time provided, the price for printing and economic situation. For example, the company Edmax offers on its website different price packages for creating a webpage. The price is influenced by difficulty and special requirements. The most cheapest package is Microsite for 8 000 CZK (includes just a basic web design) on the other the most expensive is Proweb for 50 900 CZK (very extensive type of web page).

The advantage of this thesis includes a redesign of a corporate identity of the small enterprise in order to increase its position on the market and to increase perception about customer's brand awareness. Moreover, if the company wants to persuade others that it understands to what it does, it is necessary to have a good corporate identity. If the enterprise Pružiny s.r.o. decides to use a new design, we would recognize the success of the implementation in three-five years. It would be possible to measure it according to the number of new customers buying springs from Pružiny s.r.o. or to economical growth. However, it does not mean a failure for the company, when the result on economical indicators will not be seen immediately. The goal of corporate identity is to find a positive emotion and encourage identification within a brand. Later, the company receives a feedback from its customers, suppliers, business partners.

I would recommend to the company to use a questionnaire (can be the same as I used to in order to measure out the satisfaction of the company's employees with a new designed identity) to find out how a new corporate identity would change a behaviour in current customers.

Table 1 Comparison of prices of different designers (price in CZK)

	Edmax	Topdesigner.cz	Flash Studio	Ivan Chmelar	Agionet
Logo	4 500	From 3 899	From 5 000	From 6 700	From 5 000
Design manual	From 14 000	According to difficulty	From 8 000	From 5 400	From 2 000
Website	From 8 000	From 11 999	From 8 000	X	From 3 000
Business stationery and promotional stuffs	Individually	From 2 199	From 3 200	From 4 000	From 2 500

Sources: www.edmax.sk, www.topdesigner.cz, www.flashstudio.cz, www.chmelar.eu.sk, www.agionet.sk

11 Conclusion

The main reason for changing a logo and creation of a new visual identity is an increasing need for reaching new customers and building a stable corporate image.

I wanted to point out the importance of each visual element, the company is using to present itself. All of the presentation materials should be part of the integrated corporate identity. This helps to build a positive image about the company.

One of the elementary part of this thesis was the logo creation. The importance of a good and functional logo depends on its symbolical function. Logo becomes a symbol of the company and thanks to it, customers can recognize the company easier. I also described some attributes which can improve marketing communication of the company. These include mainly simplicity, memorability, timelessness, versatility, appropriateness. The result of keeping these principles during designing, can be a functional, appropriate and easily memorable logo. However, it does not have to work always like this, and even during not keeping all of the principles we can reach a positive result. The creation of firm's design is a kind of art so also the perception of individual designs can differ.

In the second part, I was creating certain examples of corporate identity according to the theory, defined in the first part. Firstly, I described useful information about the company Pružiny s.r.o., including information about its current corporate identity, which I received after interviewing one of the employees. Later on, I started to create logos - firstly sketching, then using Adobe Illustrator program. A design of a new logo was then chosen by the client and I edited it to the final version. It was also necessary to create a design manual, showing the right usage of the logo, its minimum size, colours, fonts and some examples of prohibited logo editing. You can also find there some examples of business stationeries (business card, letterhead) and promotional stuffs and gifts (pen, folders, usb...) which can increase perception about customer's brand awareness and increase the position of the company on the market. I also created a functional, minimalistic but modern webpage with information about the company, products in order to persuade its customers about the high quality, they offer. The presentation I made, can be very useful too, for example during some important meetings with customers or during introducing the company on fairtrades. To attract new customers, I designed a leaflet. Finally, I evaluated it from an economical point of view.

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14 Attachements on CD

1. Logo in a black version
2. Logo in a white version
3. Business card
4. Leaflet
5. Webpage
6. Letterhead
7. Presentation
8. Car
9. Folder
10. USB
11. Pen

Attehements

A Brief

Pružiny s.r.o.

- Client:** Pružiny s.r.o.
69674 Velká nad Veličkou 712, CZ
TIN: CZ25517295
- Target group:** The primary group consists of other industrial and technological companies such as Zetor Brno, Tatra Kopřivnice, Agrozet České Budějovice, Hella Autotechnik Mohelnice that use springs in the production of something else. Secondary group involves other 5 000 customers that have already bought springs from Pružiny s.r.o. at least once.
- Competition:** I cannot clearly say, that the company faces some competition because all of the firms producing springs (in the area karby) are cooperating together. Pružiny s.r.o. is ether supplying them with springs they produce, or buying from them if they are not able to produce some kinds of springs.
- Production:** The company produces different kinds of springs: helical compression springs, tension springs, torsion springs, leaf springs and moulding springs which are then used in the production of something else by its target groups.
- Image:** The emphasis is put on the quality of the work done, profesionalism, and long-term experiences.

B Dotazník

Dobrý deň. Som študentkou Mendelovej univerzity v Brne a v tomto čase píšem svoju bakalársku prácu o zmene firemnej identity vo vašej spoločnosti. Chcela by som vás poprosiť o zdieľanie vášho názoru na nové logo, ktoré som vytvorila. Prosím, odpovedzte na týchto pár otázok. Vopred ďakujem.

1. **Ak by ste boli nový zákazník vašej firmy a nehovorili by ste česky, vedeli by ste z vášho loga zistiť čím sa firma zaoberá?**
 - ÁNO
 - NIE

2. **Ak by ste boli nový návštevník vášho webu, bolo by pre vás ľahké nájsť všetky potrebné informácie, ktoré hľadáte?**
 - ÁNO
 - NIE

3. **Aké sú vaše návrhy ohľadom zmeny aktuálnej webstránky? Vyberte z týchto možností:**
 - Vytvoriť modernejší dizajn
 - Zmeniť farby, písmo
 - Pridať prezentáciu produktov
 - Pridať viac informácií o firme
 - Pridať viac informácií o produktoch
 - Pridať mapu adresy, pole „hľadať informácie“
 - Iné (napíšte vaše návrhy)

4. **Myslíte si, že by bolo užitočné pridať vyhľadávacie pole na lepšie nájdenie informácií?**
 - ÁNO
 - NIE

5. **Páči sa vám návrh nového loga?**
 - ÁNO
 - NIE
 - Ak nie, aké zmeny by ste ešte navrhli?

6. Páči sa vám návrh kancelárskych potrieb a reklamných predmetov?

- ÁNO
- NIE
- Ak nie, aké zmeny by ste ešte navrhli?

7. Myslíte si, že je vhodné meniť firemnú identitu aj takej malej firme, ako ste vy?

- ÁNO
- NIE

8. Myslíte si, že by vám nová firemná identita mohla priniesť nových zákazníkov v budúcnosti?

- ÁNO
- NIE

C Questionnaire

Hello. I am a student of the Mendel University in Brno, writing my bachelor thesis about Corporate identity of your company. I would like you to share with me your opinion on a design of a new logo, I created. Please, answer these few questions. Thanks in advance!

- 1. If you were a foreigner, would it be easy to find out from the current logo what is the main business activity?**
 - YES
 - NO

- 2. If you were a new visitor of your webpage, would it be easy to find the information you are looking for?**
 - YES
 - NO

- 3. What are your suggestions about changing the actual webpage? Choose, according to your opinion.**
 - Make it more up-to-day
 - Change of colour, fonts
 - Add product presentation
 - Add more information about the company
 - Add more information about the products
 - Add a map, search bottoms
 - Others (you can write yours suggestions)

- 4. Would it be practical to add a “search bottom” on the webpage?**
 - YES
 - NO

- 5. Do you like a new logo?**
 - YES
 - NO
 - If not, what is your recommendation? (Write here)

6. Do you like the design of business stationaries and promotional items?

- YES
- NO
- If not, what is your recommendation? (Write here)

7. Do you think it is worth to change a corporate identity to such a small company as yours is?

- YES
- NO

8. Do you think it can bring you new customers in some time in the future?

- YES
- NO