

:: Support of promotional campaign by means of communication design – Corporate Identity of Slovak University of Technology

Identity... Each of us has a name, appearance and nationality already at the moment of our birth. Later we search for interest groups according to our natural need to belong somewhere. All these things together create the immutable identity of the human being. It is the same with organisations which need to be excellent in the today's overcrowded market and in that way have a strong identity which will attract the attention of potential customers.

Firms and organisations always had identities which were created by their behaviour towards customers and employees. The behaviour of company employees, their motivation, products, or customer services, environment, and their visual image - whether represented by logo or by plain typography, advertising, etc.

Usage of symbols always accompanied mankind: e.g. painted symbols in caves and hieroglyphics in ancient Egypt. The first traces of Corporate Identity (CI), as Olins mentioned in his publication 'lead to symbols which were used by various religions' (Olins, 1999, p.54) and in this way their philosophy (message) was formed into visual extracts by characteristic signs and images.

Aim of dissertation thesis.

The main aim of the dissertation is to create a new corporate identity for the Slovak University of Technology based on comprehensive knowledge and research about the issue. Used methods.

For elaboration of the initial research analysis and synthesis as basic and usual methods of investigation will be used.

Elaboration of a questionnaire for students, faculty staff and for public will help identify the strong and weak aspects of corporate identity of Slovak University of Technology.

The qualitative method for evaluation of the existing University CI materials will also be used.

For primary analysis of individual phenomena connected with the topic of dissertation will be necessary to obtain an overview and generation of needed terms.

The studies of available literature from areas of psychology, marketing, visual communication and history of design will provide sufficient information for defining substantial features of CI and their coherence.

While searching for a solution for the University CI, it is necessary to know its history (historical method), reasons of use of the selected visual elements, and particularities of their origin.

The most important part of this research is the comparison of the existing design manuals of various universities and their application in use. With the help of this method it is possible to verify the differences in CI of individual Slovak universities and compare them with CI of universities abroad. In this way we can define the main factors which determine logo as a fundamental element of CI. It is the logo that provides the starting point for all other components of a design manual. That's why analysis concerning various university's logotypes is planned.

Comparative method will be applied for visuals of each faculty in the aspect of university visual style. It is not necessary that logotypes of faculties should have visual style based on the university's one. As to product we can find companies whose branches have independent visual style too. The whole visual style of the university should be clear and uniform.

IDENTITY, COMMUNICATION, DESIGN

How is created identity? What role is played by perception? Unique versus common.

Perception is a cognitive process by which information is received and evaluated as well. Perception organises immediate contact between man and environment. It is a basic psychic regulator. Perception as a recognition process is natural for every human being and that's why it has its own particularities.

It is determined by:

- :: the inborn outfit of an organism: this means physical stage of sense-organs, body construction, its functionality etc.,
- :: the individual way of life - determined by motivation, interests, attitudes,
- :: previous experience and heretofore knowledge of every human being.

Kinds of perception:

- :: perception of shape and size (the law of similarity: we connect alike elements into figures, the law of contiguity: we link up close lying lines, the law of closeness: we perceive framed areas as figures, the law of smooth course: we have a tendency to see lines complete, the law of experience: we try to select a figure as something known with abstract pictures),
- :: perception of space and distance,
- :: perception of depth,
- :: perception of motion,
- :: social and interpersonal perception.

Kinds of communication - visual communication and its means.

Communication is term which expresses connection, understanding, announcement, mediation, talk communication

contact (occasionally transferred by other codes or indicative systems), exchange of informations between the components of a certain system. Social communication is the process of information exchange between human beings which serve the interests and needs of particular social groups. In the field of promotion or advertising, we can recognise the interpersonal communication with an advantage of illustrativeness and immediate feedback (e.g. promotional speech, show centre), and mass communication with possibility to reach most of the target groups by means of mass media.

During the process of communication, communicator works up (coding), or sends the message (e.g. promotional message), which is reaching recipient by media (communication channel). The recipient is decoding the message. Thus by the term of visual communication, we understand communication via visual means. Simply said information exchange is coded by visual means and decoded by the recipient. The message which was inserted into the visual image by its designer is expected to be understood in a right way by its recipient. That's why the legibility is an important criterion in visual communication.

Communicational Design (basic correlations and coherencies,, meaning of communicational design).

The visual presentation of a company (company's design) is a part of its Corporate Identity.

In one of his many publications concerning the role of Corporate Identity, Olins wrote: 'The corporation's communication material from its advertising to its instruction manuals, must have a consist quality and character that accurately and honestly reflects the whole organization and its aims. All these are palpable, they are visible; they are designed – and that is why design is a significant component in the identity mix.'(5)

MEANS OF COMMUNICATION DESIGN

Colours.

Composition, morphology, semantics.

Typography.

Since it's invention, text has always been carrying information. Text consists of characters (letters, numbers, diacritic marks and many other different symbols), whose appearance is set by the type of symbol used, its style, size and by various effects. Type and style of symbol are defined by the font. Except information comprised in the given text, visual aspect is extraordinarily important as well and therefore it's necessary to take attention in the selection of typography inside visual presentation of company.

Logotype - attributes, characteristics, elements.

Logotype - resp. logo, sometimes called logo as well it's typical designation - symbol of company, institution, product, its brand. It's key part of unanimous visual style, resp. design manual of subject. Graphically processed brand (word, or abbreviation)

is mostly supplemented by another graphic element, alongside it works in the opposite way too, what means that the logo can become part of the brand.

PROMOTION

Marketing communication as part of marketing mix.

Marketing mix:

- 1) Product
- 2) Price
- 3) Distribution
- 4) **Marketing communication**

The analysis of product (in this case an University image) will differ from 'classic' products concerning to its specifics. The basic difference is that with analysis of this product we cannot vary the price (according to customer).

Marketing mix

Communication mix

Advertising strategy

Promotional strategy

Public Relations strategy

Main communication ways:

A marketing communication programme consists of advertising, sales support, public relations and publicity, direct marketing and personal sales. Usually each company (organisation) uses these elements of marketing communication to achieve its promotional goals. These elements have their advantages and disadvantages. When selecting a particular communicational way, it is essential to consider its suitability and execute case study analysis.

Promotional campaign

Under the expression 'promotion' we understand any method used for increase of sale, (for a classic product). The art of advertising and promotion is based on targeting the greatest number of possible goal markets with rationality of expended means. It is important to sell the *message*. To promote a company it is necessary to know the answers to the following questions:

:: Who are the present and future potential customers (students, university staff, cooperative companies and organisations)?

:: What are the goals? Increase of sales? Introduction of a new product to the market? Create an image about a company (organization)? In the case of a university it will be of primary importance to create its image. The target will be to mediate the message, for coming students and the present students as well.

:: Timing is very important in advertising. Good promotion can fail easily with bad timing. The period before calling for entries to universities is the most important. Effective presentation of school results may be a great opportunity to solicit sponsorship for the university and traineeships for students.

:: Which specific product or service we want to sell? What is specific about them? Education is the product of university, so it is necessary to keep this as the main fact while thinking about its promotion.

:: How to sell the message? There are many opportunities for selling the message. We can use press, internet, university events, exhibitions, etc.

CORPORATE IDENTITY

Corporate Identity is the presentation of an institution to the public. The aim is reliable identification (firm, brand, commodity, etc.) of its uniqueness (united image) to other institutions. *Public relations* work towards forming positive relationships between company and its public. It is the company's philosophy and strategy. CI consists of: **corporate design**: the uniform visual style, (brand, logo, typography, colour, etc.), **corporate communication**: united communication (visual communication, public relations, human relations, etc.) and **corporate culture**: uniform company culture (ways of behaviour, basics of management, etc.).

Basic parts of CI

Corporate Strategy

Corporate Mission states the strategy behind the organisation, for example:

'It is the implementation of the achievements of research and development activities in the field of empiric research, predictions, methodology and development of the planning instruments. The participative planning in the processes of management of spatial development is highly important for effectiveness of economic processes, for business development, spread of know-how, as well as for increase of social product and creation of new jobs.' (<http://www.spectra-perseus.sk/mission.php>).

Corporate Behaviour

Corporate Communication

Corporate Design

Corporate design comes from company philosophy. Its function is the company's clear identification in the market. Corporate design is formally specified in the manual of graphic standards (Design Manual).

Design Manual (DM) is a visual part of Corporate Identity.

It is ment to be a tool which should support members of company who are taking part in its visual presentation and maintaining its style. It defines rules and helps all to understand the reasons and principles of visual presentation. The DM of individual firms can look different not only visually, but in content and coverage of data and information. The DM should include the most clearest information about the way of use of graphics and other visual elements, about meaning and reasons of their use in various situations.

The quoted information has to be as clear for user as possible, so that it should not be difficult to arrive at the logical solution for the creation of products which aren't yet included. The DM

introduces rules for the application of the company's basic design elements, explains their background and reasons why the elements were chosen and what they have in common with the firm and how they present it.

Design Manual is material which usually consists of these basic components: logo, typography, colour scheme, visual style, administration printed materials, forms, orientation system, packaging and audiovisual techniques. If there is a need there can be more or less components included in DM, depending on organisation.

At the beginning of DM there should be an introduction and explanation about working with it.

As it was already mentioned, logo plays a key role in visual part of CI, so in DM we can find his basic, colour, black and white versions, its protection zone, its drawing in square net and forbidden variants. It is also important to show its use on photography and underlay areas.

Every organisation needs two kinds of typography – basic and supplementary. They both have their samples and composition shown in DM.

Colour scheme has great importance and has to be defined by direct and combined colours and their use on different papers (matt bright, matt, bright).

Examples of applications on printed materials and in real space are explained in the part of visual style. All elements of visual style and their allowed colour and black and white variants can be found there.

Each organization or company have to use various administration printed materials and form and their layout is explained in DM too.

There are differences between CI of profit and non-profit organisations and information and product oriented companies. Corporate Identity has to be based on serious previous research and corporate mission strategy. Its visual parts are important too cause they are communicating the idea behind, the message which the organisation would like to sell.

Universities are special category of organizations cause their product is education, research and cooperation. By analysis of current stage of CI of the Slovak University of Technology and analysis of materials of CI of other universities were set basic rules for designing elements of design manual.

All general knowledge of CI, its history and principles for creating design manual may be used for Slovak University of Technology to create and have a strong and unique corporate identity.

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