

CORPORATE IDENTITY PROJECT FOR PROSPERITY OF TRANSPORT ORGANIZATION

Розглянуто корпоративна ідентичність і її складові в транспортній організації. Корпоративна ідентичність – стратегічна ідея, заснована на філософії фірми, баченні фірми і на далекосяжних ділових цілях. Це повинно бути підставою поведінки фірми в її внутрішніх і зовнішніх зв'язках.

Рассмотрена корпоративная идентичность и ее составляющие в транспортной организации. Корпоративная идентичность – стратегическая идея, основанная на философии фирмы, видении фирмы и на далекоидущих деловых целях. Это должно быть основой поведения фирмы в ее внутренних и внешних связях.

The article deals with corporate identity and its parts in a transport organization. The corporate identity is a strategically arranged idea based on the firm philosophy, firm vision and long-term business target. It must be confirmed by the firm's behavior and its internal and external communication.

Introduction

Corporate identity is planned idea about organization, it is about understanding ourselves. Each organization has its own identity, which is less or more unique. Corporate identity is issued from the basic substance of organization. The real shape is touched in a great deal factors.

Corporate identity is covered by components:

- Corporate philosophy,
- Corporate personality,
- Corporate culture,
- Corporate communication,
- Corporatedesign.

Corporate philosophy

Corporate philosophy answers to the questions: «What is really sense of this organization? In what employees find out the sense of their work?» Corporate philosophy drives organization forward. It is central idea from which is all inside organization developing.

Corporate personality

Corporate personality is a part of corporate identity, which knowingly express corporate mission inside and outside. By this corporate personality the corporate can achieve unique characteristic. The sense of own identification and status on the market.

Corporate culture

Corporate culture is defined as long term and actual climate in organization, as the whole culture of organization (level of management, relations between employees, relations between management and

employees, scale of values, motivation, etc.). Next the culture can form itself under impacts of daily life in organization, it is important its purposeful influencing toward required direction.

Corporate communication

Corporate communication is process which is accompanied with corporate identity towards its image through planned target oriented to communication with its participants. Communication (internal and external) is being used in every organization. The difference is in its unanimity, strategic content and targeting of all messages.

Corporate communication covers all elements of communications – corporate design, internal and external architecture, advertising, public relations, discussions with opinion of leaders at key position, communication with corporate employees, sales representatives behavior, advertising brochures, etc. Corporate communication is communication in very wide scope, which is connected with visual, verbal, planned and non planned communication and all other perceptions. Through all these elements participants are creating their picture about company.

Corporate design

Corporate design covers all elements of corporate visual presentation. It is corporate logo, name, colours which are preferable used by organization, used fond of character, buildings, show rooms and its surroundings. Corporate design brings originality in sense perception of organization. That means its influence is emotive. Good corporate design is very strong communication tool. Corporate

design usually consist from these elements or their combination:

- logo;
- colours;
- font of characters;
- symbol;
- slogan (or signature tune).

In such manner as product marks, corporate design is usually based on suitable graphics system, which is found upon strong order in some form. This system defines rules for work with logo, printing materials, advertising, internal and external architecture of buildings, dress of personnel, indication technical equipment etc.

Corporate identity is a complex view of organization, which is created by its philosophy, history, management, leadership, contemporary situation in organization and its view to the next future. The sense of a new view to the firm corporate identity is in easy identification for the outside target groups (to quickly recognize the mark by outside people) and to empower coherency inside the understandable and easy keep in mind.

Corporate identity is a planned idea about organization, it is about understanding ourselves. Each organization has its own identity, which is less or more unique. Corporate identity is seldom purposeful defined and developed by organizations. Corporate identity is issued from the basic substance of organization. Dreamboat is currently defined by the vision or philosophy of the firm.

In praxis we can meet with three types of organization:

1. Firms don't take a great deal of care to corporate identity. In this category we can find a lot of organizations in Slovakia. This firm is not clearly profiled, it is possible to confuse it with other company and therefore it is easy vulnerable by other competitors.

2. Second category contain less quantity of companies. These firms have vision and corporate identity, but their daily real activities don't confirm this identity. Often it is because identity stagnates for a time and it doesn't reflect the real situation, mission and activities of the firm or it was unrealistic from the beginning because it was only a wish of some managers. The organization, which is not able to correlate the planned corporate identity with its real behavior on the market is not trustful and probably it is not stable.

3. The third group is small, it is created by firms, which have real program of corporate identity and which try to fulfill it by its daily communication and activity. This group is growing up anyhow the press of competition on global markets is growing and the meaning of corporate identity as a tool for stress of the organization unique increases.

Then corporate identity is strategically planned conception, which issues from philosophy of organization and from long term entrepreneurial goal. This conception must be fulfilled by communication inside and outside and by the firm's behavior. Planned corporate identity will not be a dream, only when it is consecutively fulfilled by concrete behavior of the organization. Corporate identity is shaped for a long time and it is continuously formed. From time to time it is useful to re-evaluate it in harmony with organization structure, new expansion, differentiation, acquisition, fusion, market conditions, etc. It should express development of important target groups, and stakeholders too.

Conclusions

Corporate identity is not a new phenomenon, but its importance is growing especially for a modern corporation, which want to be successful for a long time. The project provides a complete view to the difficulty of corporate identity as an implement of an increasing effectiveness of transport organization. To building a firm identity is a permanent process, which need to be constanly innovated.

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