

Summary

Graduation qualification work:

“Corporate identity of a non-profit organization (on the example of the NPO "Center of Youth Student's Projects")”

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Key words: corporate identity, image, branding, advertising.

Relevance of research is determined by the situation in the modern market, where it is no longer enough to be just a supplier of quality goods and services to improve the efficiency of a company. In this regard, the image factor begins to play an important role in the market. For this reason, the management of the companies strives to solve new problems, namely: to increase the level of sales of products and to attract financial groups to the company. This determines the importance of the factor of both internal and external image and corporate identity in general.

The corporate identity of the organization is designed to ensure sustainable development and competitive advantage. That is why it should be seen as a strategic resource for the firm. Motivating employees, instilling trust in target audiences, attracting financial groups and the attention of shareholders is what a well-developed corporate identity can provide. This substructure of organizational functioning is not new, but is still characterized by numerous approaches to the interpretation of its definition. As a result, the relevance of the study of this phenomenon, its subject and field of application, increases.

Target of research: develop a corporate identity for NPO "Center of Youth Student's Projects».

Goals:

- to conduct a conceptual and structural analysis of the corporate identity;
- explore the role of corporate identity in the formation of a favorable image of the company
- to develop the main elements of the corporate identity of the non-profit organization NPO "Center for Youth Student Projects";
- to create a brand book and a video for the non-profit organization "Non-profit organization" Center for Youth Student's Projects ".

Theoretical and practical relevance of research The theoretical and practical significance of the study is due to the full theoretical complex revealing the topic of the corporate identity of the organization. The studies presented in the work can act as theoretical materials for teaching and creating lectures, conducting seminars in such disciplines as "Corporate identity and brand", "Imageology" "Advertising and public relations", "Fundraising", "Brand management" and etc.

Results of research: Presented the development of a brand book and a video clip for the NPO "Center of Youth Student's Projects" and their implementation.

Recommendations. A thorough study of the aspects of corporate identity will help to improve the image of the organization and attract new members.