PERCEPTION OF THE CORPORATE STYLE BY CLIENTS OF BANK
(on the example CJSC «Idea Bank»)

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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The purpose of this work - the description of the perception of the corporate identity of the bank customers.

The object of the research work – corporate identity. Subject of the research thesis - especially the perception of corporate identity of the bank customers. The methodological basis of the thesis constituted scientific methods (benchmarking) and the method of semantic differential. In the process of writing the thesis the following results were obtained: the basic concepts of corporate identity, tasks, functions, elements and the basic steps of creating corporate identity and characteristics of perception of shape, color; defined corporate identity in banking (the history of creation and development of the bank), analyzed corporate identity «Idea Bank» obtained by interpreting perception.

The relevance of this theme is the need for up to date information on this issue, as research in this area will help us understand how the perceived corporate identity. The results obtained are characterized by extensive theoretical and practical possibilities of application. Materials of the thesis can be applied in the educational process.

Thesis results were obtained on the basis of materials and verified independently of theoretical and practical research.

Keywords: corporate identity, branding, media corporate identity, perception, perception research, analysis of banking activities, the analysis of the elements of corporate identity, «Idea Bank».