

Abstract

Title of study: Proposal for the corporate design of FTVS UK

Study aim: An analysis of the present situation in the area of the faculty's visual style and proposals for its amelioration by means of a graphic manual.

Method: Analysis of internal and external documents and a semi-structured interview are used in this Master's Thesis.

Results: A complete graphic manual of FTVS will be presented as a final proposal for an amelioration of the present state.

Key words: company communication, company identity, corporate design, logo, graphic manual