

Abstract

Title of Study: Research for brand identity Fit&Body

Thesis Objectives: The main aim of this bachelor thesis is designing a definite sample of brand for studio, which offers massages and activities, which are distinguished from the competition. Additionally to that, the bachelor thesis sheds a light on competition analysis, analysis of the brand Fit&Body, conducting interviews with studio's clients, experts on branding and marketing and subsequent implementation of the findings into the process of building the brand based on the conducted research.

Methods: In order to be reached the ultimate goal of the bachelor thesis the following methods have been applied:

- analysis of competition brands,
- analysis of building the brand Fit&Body,
- in-depth interviews.

Thesis Results: Based on the interviews with clients and the experts, some of the brand features have been changed. The brand name has remained Fit&Body as well as the font. The original slogan „Aby záda nebolela.“ has been replaced by a new one: „Pro zdravá záda.“. And only partially has been modified the logo. Authentic style of the logo remained the same, the red leaf with the sign “krása“ has been removed and signs in the yellow and green leaves have been replaced by words „cvičení“ and „masáže“. In contrast to the original version, the new model of the brand is now referring to the services offered and to focus on the back.

Key words: brand identity, logo, slogan, title, color, typography, interview