Abstract

Title: Corporate Identity of the Czech Olympic Committee

Objectives: The thesis contains an analysis of recent image of corporate identity (CI) of the Czech Olympic Committee. The main objective of the thesis is an evaluation of the CI of the organization and a comparison with the arranged theoretical knowledge of contemporary literature. The outcome of the analysis is the suggestions and references to improve the area of CI. All of these suggestions will help to create new projects and more effective CI of the following organization.

Methods: The thesis could be divided into two parts. The first part – theoretical – is dealing with the problems of theoretical knowledge which is available in the contemporary literature. The second part of the thesis contains the analysis, the comparison, the critical evaluation and suitable (realistic) recommendations for the creation of the optimal CI. The relevant data were obtained from the available documents and from the interviews with the members of the organisation. The rest of the data was obtained from author’s personal experience from the organisation where participated in an internship.

Results: The analysis of CI shows the current status and quality of work of the Czech Olympic Committee, full of quality work with a purpose and the effort of the change both their own organization and the sport environment in the Czech Republic. The conclusion of the thesis contains suggestions for new project of Czech Olympic Committee in the future – an olympic park and an olympic collection.

Keywords: corporate culture, corporate communication, corporate design, design manual, Czech Olympic Committee, an olympic park, an olympic collection