

**TITLE:**

Unified visual identity of schools

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**ABSTRACT:**

Bachelor thesis „Unified visual identity of schools“ deals with a visual presentation of elementary and secondary schools. Theoretical part explains a subject of the unified visual identity of schools and describes fundamental parts and phases of the creation. This section is written in the way it can serve as a manual for a right creation of the unified visual identity. On top of that, current situation of schools in this regard is thoroughly described and compared with international peers. Empiric part examines the existence of the unified visual identity at elementary and secondary schools in the Czech Republic, the extent of a use, knowledge of this topic and potential problems with its creation. Research investigation includes 7 individual deep-dive with directorate of elementary and secondary schools. In the appendix section, we attach suggested student project that can be done during IT lessons.

**KEYWORDS:** visual, identity, corporate, logo, design