

Abstract

Title: Brand of Czech hockey

Objectives: The main objective of this work is on the base of the results of the research to design usefull archetype of brand of Czech hockey and to approach and with following analysis data to describe rebranding.

Methods: In the bachelor's thesis, there are used methods of qualitative and quantitative research. More specifically, the technique of in-depth interviews and electronic questioning. Descriptive analysis was used in the analytical part.

Results: On the base of the results of the research was designed an Archetype of brand of Czech hockey. The final archetype was Hero. Next in my work was touched and closer discovered rebranding.

Keywords: Archetype, Logo, Questionnaire