

## COMPONENTS OF CORPORATE IDENTITY OF METALLURGICAL COMPANIES

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## ZLOŽKY OBCHODNEJ IDENTITY METALURGICKÝCH SPOLOČNOSTÍ

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### **Abstrakt**

Príspevok popisuje vybrané otázky týkajúce sa identity riadiaceho systému metalurgických spoločností. Spoločnosti sú súčasťou poľského trhu. Identita, imidž a dobré meno sú spojené s obchodnou stratégiou. V novej ekonomickej situácii oceliarske podniky dávajú do poriadku svoje staré identifikačné systémy a pridávajú nové identifikačné zložky. Systém identity pozostáva z oboch vizuálnych faktorov ( logo, emblém, reklamné slogany, ID vizitky, atď.) a nevizuálnych faktorov ako sú osobný kontakt, spôsob vystupovania, všeobecný názor na aktivity spoločnosti, úspechy a neúspechy. Reklamné materiály sa týkajú farieb a obrazov spoločností a zobrazujú ich pozitívne. Prospekty, adresáre a brožúry sú určené pre zákazníkov, hľadajúcich informácie o spoločnosti. Albumy a kovové odliatky sú určené pre malú skupinu ľudí na manažérskej pozícii, pre politikov a obchodníkov. Všetky aktivity a propagačné materiály vytvárajú obraz o kultúre spoločnosti. Veľmi dôležitou zložkou kultúry spoločnosti je etický kódex. Štruktúra kódexu je prezentovaná v príspevku. Posledná časť je venovaná estetickému stratégiu. Moderné metalurgické spoločnosti pripravujú také stratégie, ktoré ich robia na trhu konkurencie schopnými. Vytvárajú nový obchodný imidž. Metalurgické podniky chcú byť podnikmi pre klientov.

### **Abstract**

The paper describes the selected questions connected with identity management system of metallurgical companies. The companies are located in Polish market. Identity, image and goodwill are bound with market strategy. In new economic situation steel and iron enterprises put in order their old identity system, and add new marketing elements. The identity system consists of both visual factors (logo, logotype, advertising slogans, ID cards, etc.) and non-visual factors, such as personal contact, personnel's behaviour and manners, general opinions on the company's activity, successes and failures. There are advertising materials in the system, too. Advertising materials refer to the colours and picture of the company. They create its positive. Folders, directories and brochures are designated for a customer searching for information about the company. Cheap gadgets are designated for bulk customers. Albums and metal castings are designed for a small quantity of people on managerial positions, politicians or businessmen. All the activities, factors and advertising materials create the company culture. An important component of the company culture is its ethical code. The structure of the code was

presented in the paper. Last part of the paper is devoted to the aesthetic strategy. Modern metallurgical companies prepare the strategy to be more competitive in the market. They build new market image. Metallurgical enterprises want to be pro-client enterprises.

**Key words:** image of metallurgical company, corporate identity system, components of identity: logo, colours, advertising slogans, occasional prints, business cards etc.

## Introduction

A new paradigm of marketing called aesthetics was shaped by development of marketing. Big impression on customers is made by company's image created on a basis of aesthetics. The aesthetics became a distinguishable element of 'grey' steelworks. Their strong position in the market and favourable opportunities enable the business entities of metallurgical sector to appeal to the aesthetics by creating a uniform system of company identification[1].

### 1. Components of corporate identity of metallurgical companies - some visual factors

The primary component of identity of metallurgical company is its name. There is often a question if it is better to use a full name or an abbreviation only, what type and colours are to be chosen to note the name of the company. A symbol of a metallurgical enterprise is a logo or logotype. Both logo and logotype are a graphic symbol of an entity. The logotype is a name of a subject written in a particular way, i.e. a specific typeface, in accordance with previously accepted colours of the system. The logo can be symbolic, abstract, inspired by letters and numbers or heraldry [2].

HK is an abbreviation of "Huta Krolewska" with a graphic component such as a crown over the letters. The company "Miasteczko Slaskie" uses its full name and its logo is a capital letter "M". A capital letter "B" is a symbol of steelwork "Batory". Ferrum logotype consists of its own name and company's location "Ferrum S.A. Katowice". The metallurgical enterprise Mittal Steel Poland has a logotype based on the proper name Mittal. Other companies use their full names.

Designing a logo, the colours must be skillfully selected. The sort of colours used for promotional products is not irrelevant for the company's image. The dominant colours of metallurgical companies are: grey (colour of steel), black (heavy industry), orange and red (colours of fire or pig iron).

Creating their images, metallurgical companies also use advertising slogans to facilitate remembering the enterprise. The Mittal Steel Poland S.A. company uses a slogan "Shaping the future of steel". Other slogans: "Huta Batory means traditions and experience", Huta Pokoj stresses the tradition "165 years of Huta Pokoj", "Ferrum S.A. – tradition and modernity" [3].

An important component of the system of corporate identity of metallurgical companies comprises headed notepaper and occasional print. The system of steelwork should determine sort and size of the type and how the company's name, address, telephone and fax number should be arranged on the documents. The sort of lettering is equally important. Among different sort of lettering, the most dominant is a simple, legible and bold type.

Business cards, workers' ID cards, inscriptions on the doors are also very important factor of corporate identity. Every employee keeping in direct contact with customers needs to

have the business cards and wear the ID card. The example of ID card should be defined in the book of standards and copied in accordance with the example previously accepted.

The next element of the identity system is the company mark on the means of transport (delivery vans – symbols on the doors or semi trailers).

The flags of iron and steel foundries also became very important element. The flags are still in use during the ceremonies due to emphasize their sublimity.

There are advertising gifts and advertising materials in the identity system too. Advertising gifts, i.e. gadgets which are small objects with a symbol of the company distributed in order to produce a positive association connected with the company. Advertising materials such as folders, brochures, directories, calendars, and albums should refer to the colours and image of the company. The metallurgical company Mittal Steel Poland unifies the layout and colours of advertising materials with dominant blue and white colours [3].

Table 1 Components of corporate identity of metallurgical companies

Component	Characteristics
Logotype	Company's name on the website, headed notepaper, information boards, signboards and advertising materials.
Colours	Black, grey, silver, red, yellow, orange, blue, navy blue, white.
Lettering	Simple, legible and bold type.
Headed notepaper and occasional print	Most often it is white paper with the company's name, address, telephone and fax number. Vignette should be on the top part of the print.
Workers' ID cards	Worn by employees who work in the marketing departments.
Door titles	With the name of department and of people working in given room. They have uniform layout and sizes.
Uniforms	Worn by employees from production departments. Headquarters workers have to wear official clothes.
Business cards	Used by enterprise management staff and people who have direct contact with clients and company's partners.
Cars designation	Company's name and address, teleaddress data. Information is put on cars sides and back, also on the semi trailer.
Information boards	With: full company's name, logo, teleaddress data and department name. Put on the department areas, on the company's buildings and inside of them.
Signboards	Put on the buildings and entrance with full company's name and / or logo.
Signposts	With company's logo on. Put on the approach road to each department along with other company's road signs.
Labels	Put on metallurgical products with the most important information about the product.
Advertising materials	Folders, brochures, catalogues. Dominant colours: grey, black, navy blue and blue.
Gadgets	Pens, calendars, key rings, stickers, etc. with company's logo.
Flags	Presented during important events and metallurgical ceremonies.

The sort of marketing tool depends on a task to fulfill. Folders, directories and brochures are designated for a customer searching for information about the company. Albums

and metal castings are destined for a small quantity of people on managerial positions, historians, politicians or businessmen. Cheap gadgets like pens, key rings, notebooks are designated for bulk consumer. Even in case of cheap gadgets, it is necessary to maintain harmony, good quality and originality. Advertising materials badly designed and made can destroy positive image of company, instead of creating it.

The departments of human resources, marketing and public relations are responsible for unification of material elements of the corporate identity.

## 2. Components of corporate identity of metallurgical companies - some non-visual factors

There are also some non-visual factors influencing the company's identity, such as personal contact (during negotiations, meetings, by telephone etc.), personnel's behaviour and manners, general opinions on the company's activity, successes and failures. All these activities create a notion of the company culture as a system of significance accepted by its members, which distinguish it from other organizations. Culture must be learnt by passing it down in different forms such as rituals, symbols and language. The culture exerts a profound influence on company employees' behaviour. They have to possess basic ethics in order to create the proper culture [4]. The company like Mittal Steel Poland S.A. prepared the 'Ethical Code' for the employees.

Table 2 The structure of "Business Ethical Code of Mittal Steel Co"

Chapter	Characteristics
Introduction	Short information about structure and concept.
Scope	Presentation of the main receivers of the code
Law and standards	Information about law, standards and good practices. The company must obey the law and obtain international standards
Business conflict	The work for the company is the fundamental aim of each workers. There are described some unethical situation connected with business and a new ethical model is presented.
Human relations	The contacts between workers should be friendly. Tolerance is the basic figure of the company. Besides the company protects workers' health and assures of safety in this work.
Secret information	Workers are obligated to protect secret information (for example business planes, business strategies, financial situation).
Personal data	Personal data are not made accessible for other persons.
Protection of business property and documents	All documents should be honest made. Business property should be protected and used properly.
Honesty	Honesty is the fundamental figure of the company. Relations with clients, stakeholders and other business partners are based on honesty.
Co-operation and collaboration	Principles of outdoor and indoor co-operation.
Others principles	In the last chapters additional principles are presented: <ul style="list-style-type: none"> <li>- how to change the Business Ethical Code when new situation will appear in the market,</li> <li>- how to put in execution this code,</li> <li>- how to teach workers the ethical business and motivate them</li> <li>- how to inform about unethical situation.</li> </ul>

### **3. The aesthetic strategy, i.e. a new image of the metallurgical company.**

The aesthetic strategy is a new sort of strategy applied during the management process. Its feature is to create the corporate identity, put into practice the strategic purposes and company culture using visual means. The uniform image facilitates remembering the entity [1]. Therefore the metallurgical companies also start preparing a uniform system of identification among many other business entities. The image of metallurgical enterprise is changed. Modern companies aim at customer-orientation business. This new image improves contacts with business partners of the entity; its communication process becomes clearer, simpler and the uniform image is easy to remember. Variety of graphical means and customer-orientation business create the new image of metallurgical enterprises.

### **Conclusion**

The aesthetic strategy of modern companies is changed. New elements of company identity are created. Development of marketing theory of marketing practice causes that new criteria of aesthetic strategy are formed. Enterprises using the cycle of Deming (plan, do check, act) continue improvement in all areas of their activities so in marketing too. In the future new elements of company identity can be created. Now we can observe how the metallurgical companies are changed in Polish market. They build new market image. They change logo, colours, advertising slogans and other elements of their identities. Metallurgical companies create new image to be more competitive in the market.

### **Literature**

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