

## COMPONENTS OF CORPORATE IDENTITY OF METALLURGICAL COMPANIES

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## PRVKY IDENTITY SPOŁOČNOSTI HUTNÍCKÝCH PODNIKOV

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### Abstrakt

Príspevok obsahuje vybrané otázky spojené so systémom manažmentu identity hutníckych podnikov. Podniky sú umiestnené na poľskom trhu. Identita, obraz a povest' firmy sú pevne spojené so stratégiou trhu. V novej ekonomickej situácii podniky čiernej metalurgie upravujú starý systém identity, pridávajú nové marketingové prvky. Nový systém identity vytvára nový obraz vychádzajúci od výroby ocele (spojenej s ťažkým priemyslom, ktorý znečisťuje životné prostredie) po estetické, ekologické a v záujme zákazníka podnikanie.

### Abstract

The paper contains selected questions connected with identity management system of metallurgical companies. The companies are located in Polish market. Identity, image and goodwill are connected solid with market strategy. In new economic situation steel and iron enterprises put in order old identity system, add new marketing elements. New identity system creates new image goes from steel work (associated with heavy industry that pollutes environment) to aesthetic, ecological and pro client enterprise.

**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. The biggest impression on consumers 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. The logo is a graphic expression of a mental abbreviation, and the logotype is a shorthand 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 is a simplified idea of the company, which can be symbolic, abstract, inspired by letters and numbers or heraldry [2].

Huta Stali Czestochowa is an abbreviation made of the first letters of the company's name (HSC), the logotype of Huta Krolewska also consists of the abbreviation of the first letters of company's name - HK - with a graphic component such as a crown over the letters, Huta Cynku "Miasteczko Slaskie" uses a full name of the company and its logo is a capital letter "M". The full names are also used by: Huta Laziska S.A., Huta Pokoj S.A., Huta Bankowa, Huta Labedy, Huta Batory - the last one also has a logo shown as a capital letter "B". The Huta Ferrum logotype consists of its own name and company's location "Ferrum S.A. Katowice". The metallurgical enterprise Mittal Steel Poland S.A. also applies a logotype based on the proper name Mittal.

Designing a logo, the colours must be skillfully selected. Market offers a lot of publications providing knowledge about psycho-emotional receipt of colours. The sort of colours used for promotional products is not irrelevant for the company's image. It is also important to make a decision if it should be mono- or polychromic. 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", Huta Batory uses a slogan "Huta Batory means traditions and experience", Huta Pokoj stresses the tradition "165 years of Huta Pokoj", Huta Ferrum S.A. presents "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. Their aspects are immensely important because it is often the only way of keeping in contact with the environment. The Corporate Identity 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. On the headed notepaper, the company's vignettes are traditionally situated on the top margin of the document or on its left side. Not only does the information consist of teleaddress data, but also crucial elements of company profile, obtained certificates or prizes (like the vignette of Ferrum S.A.) [3].

The sort of lettering is equally important. Text editor enables the metallurgical sector to apply different sort of writing, such as normal or italic type, serif, sans-serif, antique, etc. Among different sort of lettering, the most dominant is a simple, legible and bald type. The font thickness emphasizes the specificity of metallurgical branch (heavy or traditional industry).

Business cards, workers' ID cards, descriptions 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. Business cards or ID cards include the most important information: name, surname, post, in case of business cards it is important to include contact details. The crucial principles of putting the information on the business cards are:

- “name and surname in the centre of business card preceded by academic title or scientific degree. At the bottom, there should be written a post and teleaddress data,
- name and surname preceded by the titles on the top of the card, and there is still some place to take note”[2].

There are also business cards prepared as a sort of ticket advertising with print on its both sides (on the overleaf there might be a road map approach to the company or its activity profile). The information on the doors shows the names of department and people working there.

During the process of communication, the company marks the means of transport (delivery vans – symbols on the doors or semi trailers). On the road, there are also some information boards or signposts.

Lately, the metallurgical companies have paid attention to the appearance of headquarter office building. The aesthetics of the entity is emphasized by architectonic shape of the buildings and interior arrangement like arrangement of offices, colours or décor.

The flags of iron and steel foundries also became very important element. They existed during centrally planned economy and were used on the occasions of important ceremonies and celebrations such as Metallurgist’s Day and anniversaries, congresses and conventions. The flags are still in use during the ceremonies due to emphasize their sublimity.

The company image should be followed by 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. The gadgets can consist of: bags, pens, key rings, labels, lighters, folders, and mugs. 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].

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.

Table 1 Components of corporate identity of metallurgical companies

No	Component	Characteristics
1.	Logotype	It is a company’s name presented on the website, headed notepaper, information boards, signboards and advertising materials.
2.	Colours	Black, grey, silver, red, yellow, orange, blue, navy blue, white.
3.	Lettering	Text editor enables the company to apply different sort of writing, such as normal or italic type, serif, sans-serif, antique, etc.
4.	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.
5.	Workers’ ID cards	They are worn by employees who work in the marketing departments.
6.	Door titles	They contain the name of department and of people working in given room. They have uniform layout and sizes.
7.	Uniforms	They are worn by employees who work in the production departments. Headquarters workers have to wear official clothes.

8.	Business cards	They are used by enterprise management staff and people who have direct contact with clients and company's partners.
9.	Cars designation	Company's name and address, teleaddress data. Information is put on cars sides and back, also on the semi trailer.
10.	Information boards	Their contain: full company's name, logo, teleaddress data and department name. They are put on the department areas, on the company's buildings and inside of them.
11.	Signboards	They are put on the buildings and entrance. They contain full company's name and / or logo.
12.	Signposts	They contain: printed company's logo. They are put on the approach road to each department along with other company's road signs. They work as information and advertisement..
13.	Labels	They are put on metallurgical products, they include the most important information about the product.
14.	Advertising materials	Folders, brochures, catalogues. Dominant colours are grey, black, navy blue and blue.
15.	Gadgets	Pens, calendars, key rings, stickers, etc. All of them with company's logo.
16.	Flags	Presented during important events and metallurgical ceremonies.

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 unvisual factors

There are also some unvisual 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 novels, rituals, symbols and language. The culture exert 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 in order that it was possible to introduce positive values inside and outside the company which is a significant element for the company's image.

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

No.	Chapter	Characteristics
1.	Introduction	Short information about structure and concept.
2.	Scope	The chapter informs who is the main receivers of the Code
3.	Law and standards	Information about law, standards and good practices. The Company must obey the law and obtain international standards
4.	Business conflict	The work for the company is the fundamental aim of each workers. In the chapter some unethical situation are described connected with business and new ethical model is presented.
5.	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.
6.	Secret information	Workers are obligated to protect secret information (for example business planes, business strategies, financial situation).
7.	Personal data	Personal data are not made accessible for other persons.
8.	Protection of business property and documents	All documents should be honest made. Business property should be protected and used properly.
9.	Honesty	Honesty is the fundamental figure of the company. Relations with clients, stakeholders and other business partners are based on honesty.

10.	Co-operation and collaboration	Modern business bases on outdoor and indoor co-operation.
11.	Others principles	In the last chapters additional principles are presented: how to change the Business Ethical Code when the new situation will appear in the market, how to put in execution this code, how to teach workers the ethical business and motivate them how to inform about unethical situation .

### 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 strategical purposes and company culture using visual means. The uniform image facilitates remembering the entity and raise the company's renown[5]. Therefore the metallurgical companies also start preparing a uniform system of identification among many other business entities. The creation of image of modern metallurgical enterprise has begun. Entities with financial capital and resources deal with the creation of visual identification system as a sort of mastery or craftsmanship using all available visualization methods. The new image of metallurgical enterprise is able to change public opinion on the subject of current metallurgy (the stereotype of smoking, polluting, non-profitable steelwork). 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.

#### Summary

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 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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