

## SUMMARY

Topic of the graduate qualification paper:  
«Brand-book as one of the PR-tools of promotion  
company's image in today's marketplace»

Author of the paper: Kevorkova Ninel Michailovna

The contracting authority: Dental clinic «Dent-  
studio»

Pag.84, images 5, bibliographic titles 84.

**Key words:** public relations, promotion, PR- technologies, promotion tools, brand, image, corporate style, brand-book, medical market, medical PR.

**Relevance of the research topic** determined by the needs of modern society imposed on the formation and development of medical business. Developing a company and creating a brand are impossible in today's marketplace without using PR-technologies. A company's image plays a special role in PR-promotion, which depends on the corporate identity. Quality-designed corporate identity elements help to create a memorable image in the minds of consumers. Brand-book is an **essential** part of a successful medical business.

**The purpose of the study** is to analyze features of using PR technologies in the medical sphere based upon the example of dental clinic «Dent-studio» and to develop practical recommendations about the creation of a brand-book and its application.

**The main objectives:**

- To explore the basic techniques of PR- promotion in modern business;
- To explore brand-book as part of a PR-promotion of the company;
- To analyze the work of the dental clinic «Dent-studio»;
- To develop recommendations for the creation and application of brand-book for the dental clinic «Dent-Studio».

**The theoretical and practical significance of the study:** The main results of the present qualification paper can be applied in the process of teaching and serve as a theoretical and methodological basis for the university reading courses «Branding», «Consulting», «Theory and Practice of Public Relations». Practical results can be used in the further activity of the dental clinic Dent-studio, in the process of creating brand-book.

**Recommendations:** During the study practical recommendations were developed for creating brand-book for the dental clinic «Dent studio», in particular, the list of possible positions and brand-book content. These recommendations also include logo, primary and secondary colors, fonts, style elements and photographic style. Some of the rules for the use of the visual constants of the dental clinic were formulated.

**Results:** Quality-designed corporate identity elements help to create a memorable image in the minds of consumers. So creating a brand-book for «Dent-Studio» will be one of the main stages of creating a strategic program for promoting the dental clinic. Brand-book will be a good result of a variety of works on creating their own brand of the «Dent Studio» clinics.