

SUMMARY

Topic of graduate qualification paper:
«Corporal identity of municipal government structures: mechanisms of its formation (on the example of the Duma Pyatigorsk)»

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Key words: public relations, corporate identity, design, marketing communications, visual identity, state and municipal authorities.

Relevance of the research topic. In contemporary business corporate identity is one of the most modern and relevant types of PR-techniques. Researchers define the term "corporate identity" as a set of color, graphic, verbal and other permanent components that provide visual and semantic unity of goods or services, all information coming from the company. In the XXI century corporate identity is particularly significant as it is needed for both commercial and government organizations, moreover, public authorities also need to be clearly formed a corporate style.

Objective. Based on the analysis of existing branding Duma Pyatigorsk form and organize an effective corporate identity Duma of Pyatigorsk

Based on the purpose of the thesis, the following tasks are:

- Consider corporate identity as an element of visual identification;
- Identify key principles of corporate identity;
- Analyze basic elements of corporate identity of the state and municipal authorities;
- Based on the analysis of existing branding Duma Pyatigorsk, identify priority areas for its development.

Theoretical and practical significance of the study. Compilation and synthesis in the survey information provides a full view of the term "corporate identity" and its components. Research points to the importance of this phenomenon on the example of the authority, in particular, the Duma of Pyatigorsk. Recommendations collected in paper can serve as a theoretical basis for the formation of corporate identity municipal authorities. The practical significance of the research work is that the recommendations of corporate identity Duma Pyatigorsk serve as the basis for the formation of styles in other government agencies.

Results of the research. During the study we found that the City Council of Pyatigorsk has some corporate identity, which includes components such as corporate identity logo (emblem), branded font lettering, corporate fonts, corporate colors, a permanent device.

Recommendations. Existing corporate identity Duma Pyatigorsk requires certain changes and improvements. Effective corporate identity must include the following components: uniform for the deputies, the slogan of the City Duma, Duma Pyatigorsk single site, both in Russian and English, as well as the use of branding at events organized by the Duma.