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# Logotype and Corporate identity of architect company

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# Summary

The aim of my thesis was to create an adaptive visual identity and rebrand the logo for the architectural firm SOS architects. My bachelor's thesis focuses on how to create a visual identity and primary logo for architectural companies. Another goal was to create a marketing communication and marketing strategy.

# keywords

Graphic design

Visual identity

Corporate identity

Marketing mix

Communication

Srategy

Logo

Social media

Merch

# Key Points

## *1/ Background/importance of topic:*

I chose this topic because I have a lot in common. I have been growing up in the community of architects since I was little and I pay attention to all the details. I wanted to try what it would be like to design graphics for architects with some deeper ideas.

## *2/ Purpose/hypothesis (thesis or statement of problem):*

The most important thing for my work was to create the perfect logo and visuals that represent the name SOS Architects.

## *3/ Research – design/methodology/approach including procedures/data/observations:*

I was based on books and literature, but the most important for me were the opinions of architects and designers on whom I built my thesis.

## *5/ Conclusions (significance/success of study to theory/practical/society):*

I hope that with this work I will help this company to improve the visual and reputation in the region.

# Architect Brand

## *1. Identify Your Goals*

Successful branding for architecture firms starts with clear goals. A simple way to decide on your branding goals is to identify where you are now and where you plan to be in one year, three years, and five years.

It is important to have a clear picture of your financial goals. This insight will help you calculate the value and number of new clients you need to attract, and the staffing you need to handle new projects and maintain profitability.

## *2. Know Your Audience*

Vital to a successful architecture branding strategy is understanding who is – and who isn’t – your ideal target audience. The best way to find out is through these questions:

- Who is your ideal client?
- Where are they?
- What do they do?
- What problem do you solve for them?
- What information do they want?
- Where do they get information?
- What social media do they use?
- How do they make decisions?

### *3. Construct Your Brand & Your Brand Story*

By knowing your goals and audience, you are ready to create a brand that you can sell.

It is necessary to clarify what type of projects your company deals with. From the moment potential clients browse your site, it should be clear what type of architecture your specialization is. The architect falls into various specializations such as urban planning, garden architecture or interior design.

That's why it is very important to clarify what type of services the architectural firm provides

### *4. Design the visual identity of your brand*

The logo should reflect professionalism and be easy to remember. The logo is basically the face of your business. It pays to invest in a professionally designed, unique logo.

It is very important that you do not get lost under the foil because the client can see the presentation of the company in the practical part. Quality visuals reflect the value you attach to your business, and clients want to invest in your services.

Architects usually promote their services on social networks or websites. The site serves to represent the architectural firm in the form of a portfolio and also the services that architects provide

- Elements of a good website:
- A) Be easy to navigate, not overwhelming or confusing.
  - B) Clearly state what you do and why it's important to them.
  - C) Have an obvious, quick way to contact you.
  - D) Be professionally designed, built to look good, and function properly on all devices.
  - E) Feature relevant, timely, and keyword-rich content.
  - F) Include up-to-date security settings.



# SOS ARCHITECTS

(who are they ?)

A creative association that provides clients with comprehensive services in the field of architecture, urban planning, interior design.

ART STUDIO  
SOS ARCHITEKTI

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## creative areas

- architecture, garden arch., urbanism, interior, design, visualizations

## Target group

- The company has a diverse target group, it is open to everyone

# Marketing

## Mission of the company

- Do timeless projects and follow modern trends

## Company goals

- The best fulfillment of client requirements

## Clients

- The company prefers regular clients, but it is open to everyone
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# Competition

DGA s.r.o

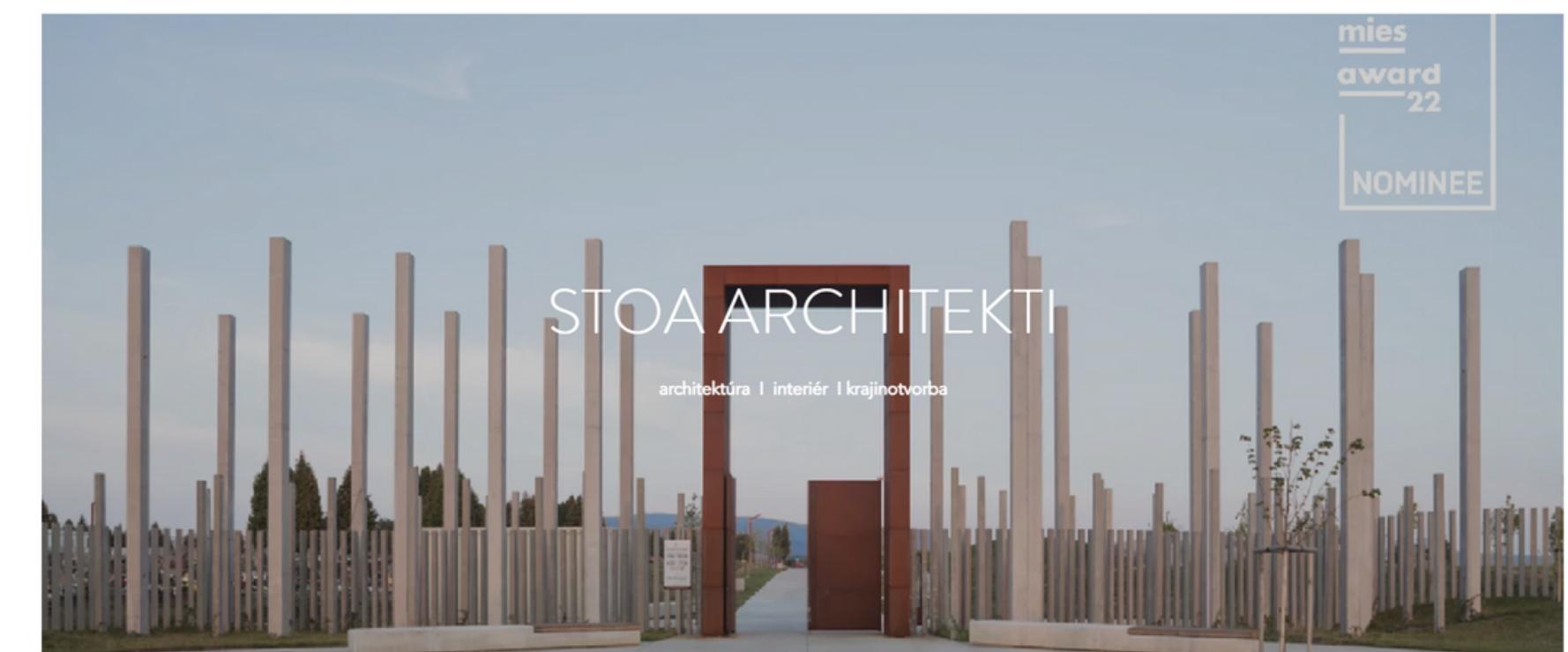
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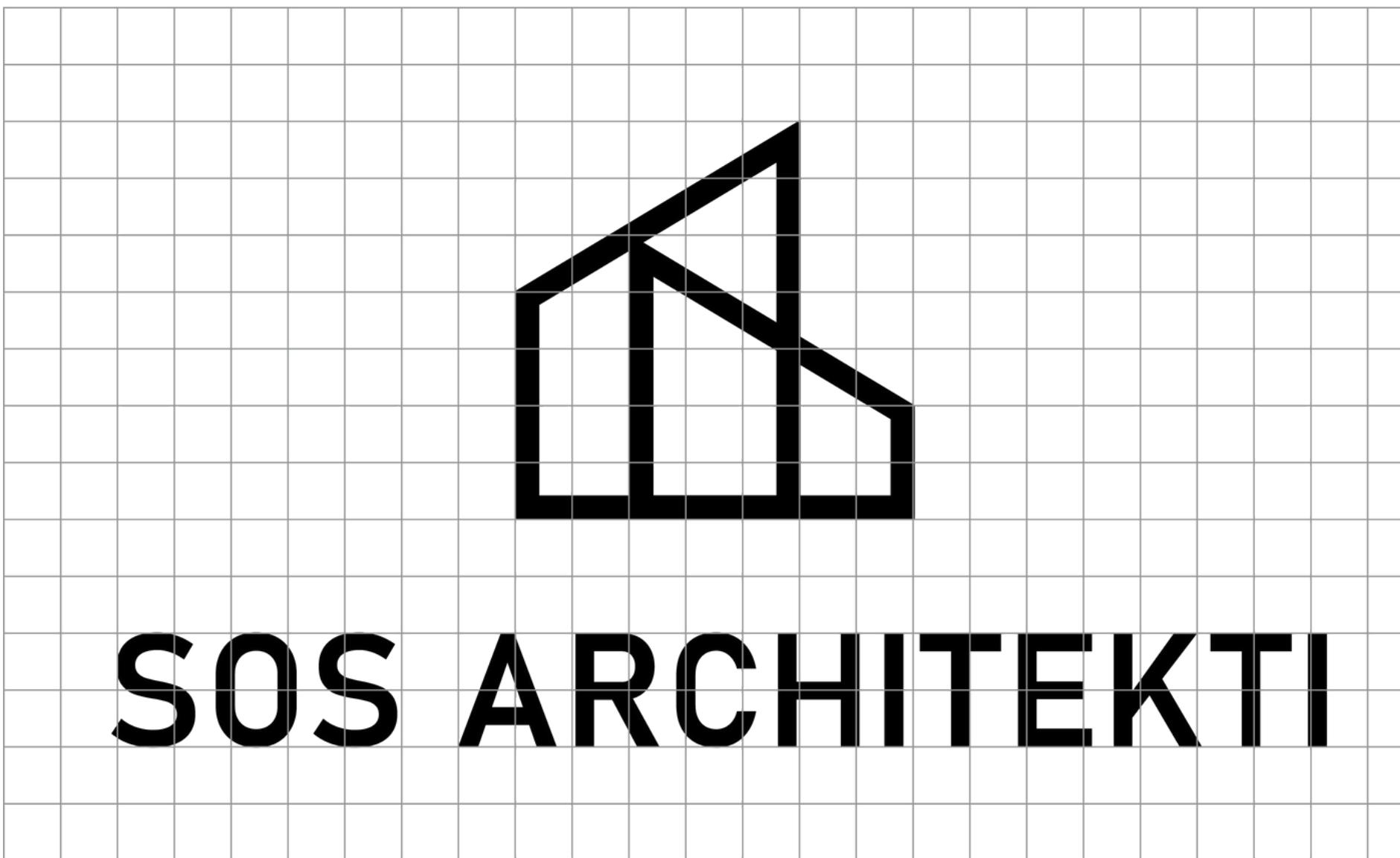
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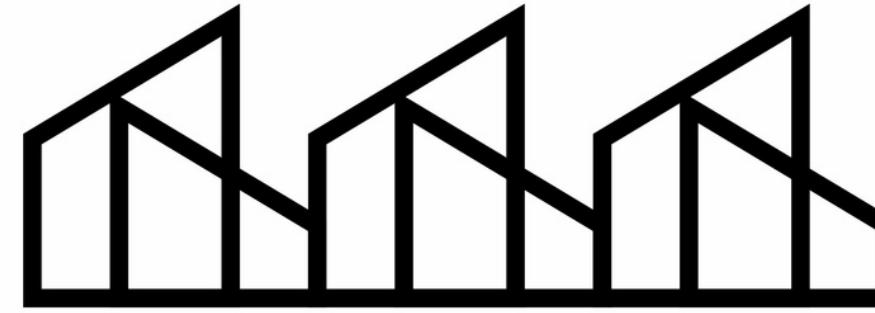
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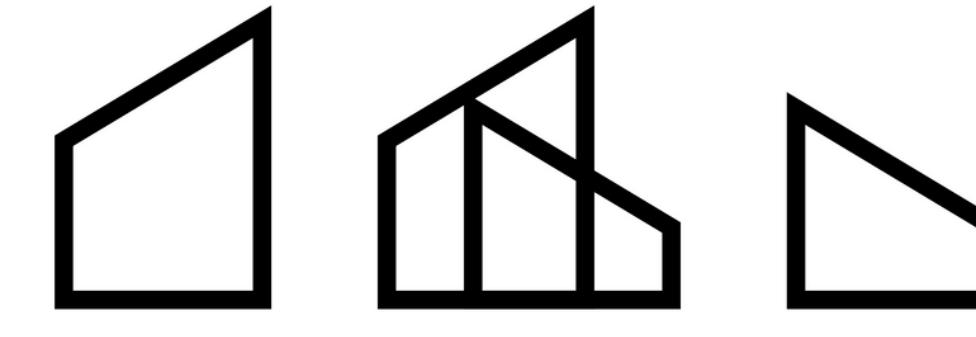
# LOGO



While I was creating logo ... the most important thing was to make it easier for everyone to understand while maintaining the idea that the company stands for. I opted for a pictogram logo. In its characteristics these are two houses that intersect, creating the impression of community connection in the neighborhood.



**Rad obytných domov**



**S**

Susedstvo

**O**

Obklopenost' v komunite

**S**

Susedstvo

The logo is created essentially geometrically to create the impression of an architectural building. Is created of two rectangular trapezoids. The top of these rectangular trapezoids is meant to be reminiscent the roof of modern buildings and the rest forms the static foundation of the terraced house. The logo can be expanded in rows next to each other and should resemble a terraced modern city (settlement).

The logo can also show a floor plan that shows parts of the house. Each part represents family member. We are talking about the formula of two parents, a child and a pet (three rectangular trapezoids represent the family and the triangle represents the pet). Another formulation can be the so-called "generation house!", Where in the log we can find three rectangles triangles that can evoke grandparents, parents and children.



**SOS ARCHITEKTI**

The color of the logo was determined primarily by the business owner. He decided on a simple one and an elegant combination of red and white, which also carries the company's "less is more" philosophy (less is more).

The advantage of a double-meaning logo is that it attracts viewers' eyes and minds. Right The colors in the logo will get the attention of the audience and it is very likely that you get the logo easily they remember or connect with something.



**SOS ARCHITEKTI**

aA

Bahnschrift SemiBold

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## Corporate prints

The company mainly demands a uniform visual style in its brochures. It was necessary to provide a representation of the various options on how this task could be solved.





### *Graphic elements of the company*

Architectural companies tend to present themselves with graphic elements such as notice board. They can act as ads for passers-by, or also as orientation point. Since it is a company located in the city center, it was necessary something distinctive. Graphic decorations on doors and walls, for example, are also a good element or windows that make a positive impression.



### *Company car*

Many companies provide their employees with benefits such as a company car. Excellent  
The advertising move is to use an advertising sticker on the car which serves as an ambient way of promotion.



### *Corporate merch*

Every honest company should have its own merch. It is a playful part of the visual identity that beautifies the environment and work ethic of the company. It's also a nice way to engage corporate customers and potential employees. Merch was designed so that it did not look exaggerated, but on the contrary to be functional and prestigious. The examples shown can be used as a gift for a client or a business tool.



Thank you for atention.

**AND THATS IT !**