

Corporate Identity Design of a startup

FINAL PRESENTATION

Miriam Vojčková



WHO WE ARE?

A newly established company that provides grocery, medicine, drugstore, flower and nightly alcohol delivery..



Grocery



Medicines



Flowers



Alcohol

Title

LEVMART

The company is established in the Levice district in Slovakia.

Concept:

LEVICE + MART

- a lion as the beginning of the town of Levice
- a lion as the king of animals - we want to break into this market segment, we want to be the best
- easy to remember, different from the competition (Lunys, Edelia, Nákup.sk),
- easy to pronounce (I'm going to order food from Lev)
- non-restrictive name for the future



+



MOODBOARD



ABSTRACT

This bachelor thesis deals with the creation of the corporate identity of a startup company. In the theoretical part, based on the literature and other research, important elements and procedures for the successful construction of a start-up brand are named. The procedure deals with all the important elements for creating a corporate identity for a given company. The practical part uses the acquired knowledge from the used literature, as well as from the study itself and implements them to create a visual style of the company, create brand communication and sketch the company's marketing.

Keywords: brand, corporate identity, brand creation, visual identity, logo creation, brand communication, visual style

THEORETICAL PART

What is a startup?

How do startups communicate?

How to successfully build a start-up brand?

Analysis of marketing communication

Communication analysis of our competition

What is a corporate identity?

Building a corporate identity

Analyzes using questionnaires for potential customers

PRACTICAL PART



LEVVMART



LEVMMART



LEVMMART

Yellow

#D5D21D

RGB: 213 210 29

CMYK: 20 7 100 0

Orange

#D2A720

RGB: 210 167 32

CMYK: 19 32 100 0

Orange Dark

#BC8A00

RGB: 188 138 0

CMYK: 26 44 100 5

COLORS

Roboto

Thin

Thin Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

TYPEFACE

1. TARGET GROUP

Seniors, pensioners,
age category from 56 and up.

POSTERS



**ČO NENÁJDEM V ZÁHRADE,
TO PRIVEZIE LEVMART**

www.levmart.sk

2. TARGET GROUP

Young people, single, in relationship, students, generation Z, so-called iGeneration.

POSTERS



ČO JOŽO ZABUDOL PRINIESTĽ,
TO PRIVEZIE LEVMART

www.levmart.sk

3. TARGET GROUP

Families with children, working people, age category from 30 to 55

POSTERS



ČO NÁM CHÝBA V CHLADNIČKE
TO PRIVEZIE LEVMART

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LEVMART

NAKÚP AKO KRÁĽ



CAR

← **KOŠÍK**

ALKOHOL
Nicolaus Vodka Extra jemná
500 ml

14,99 € - 2 +

NAPOJE
Relax Džús Kaktus
1 l

4,89 € - 3 +

CHUJEB
Slovakia Chips
solené
140 g

1,05 € - 1 +

Vaša objednávka: **20,93 €**

Vidím, že máte párty :)
Čo tak hodiť do košíka
ešte Jägermeister za
akčnú cenu 18,99€?

VYBRAŤ DORUČENIE

🏠 🔍 🛒 ❤️ 👤

← ☰



Banány 0,99 €
1 kg - 1 +

Banán je nielen veľmi chutným, sladkým ovocím, ale tiež je ideálnym pomocníkom pre rýchle doplnenie energie.

Banány pôsobi preventívne aj liečebne na vysoký krvný tlak a s ním súvisiace ochorenia srdca. Vďaka svojmu zloženiu sú tiež skvelým diétnym a ľahko stráviteľným jedlom pri chorobách tráviaceho traktu. Banány navyše mierni pálenie záhy. Banán v zrelosti 3,5-4 tzn. žltkastý až žltý stred a svetlo zelenej špičky.

Banány sú určené na dozrievanie. Postupné dozrievania zaručí, že vám tento banán doma, pri správnom skladovaní vydrží niekoľko dní.

❤️ 🛒 **DO KOŠÍKA**

🏠 🔍 🛒 ❤️ 👤

← **DORUČENIE**

📍 Doručiť levom do: Cintorínska 5, Tlmače, 935 21 ↓

Predpokladaný príchod nákupu:
15.11.2021
18:30 - 19:00

Doručenie:
 Hneď, kráľ nechce čakať
 Vybrať, kedy kráľ bude doma

Dátum: Čas:

3 produkty [Zobraziť košík](#)

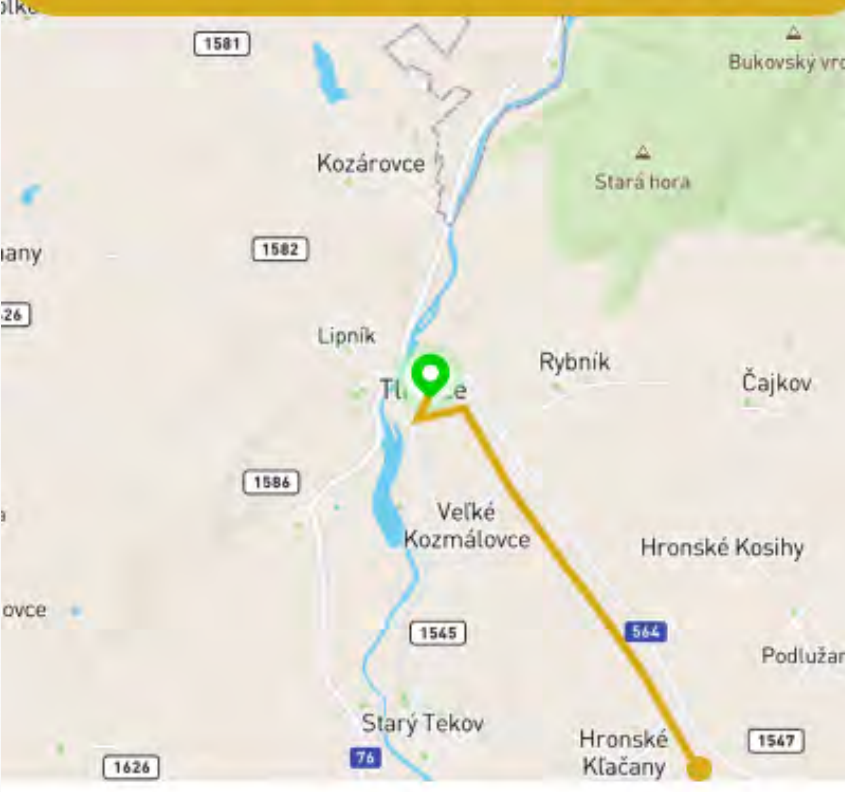
Medzisúčtet: 4,66 €
Doprava: 1,99 €
Celkom: **6,65 €**

PREJSŤ K POKLADNI


🏠 🔍 🛒 ❤️ 👤

←

Predpokladaný príchod nákupu
18:30 - 19:00



Číslo objednávky: #516584872 [Pozrieť objednávku](#)

Nákup vám prinesie:
 **LION CREW č.15 (Lukáš)**
★ 4,9 (65 hodnotení)

🏠 🔍 🛒 ❤️ 👤

LEVMART UŽ FRČÍ ZA VAMI

Číslo objednávky: #516584872



Predpokladaný príchod nákupu
15.11.2021
18:30 - 19:00

SLEDOVAŤ OBJEDNÁVKU

🏠 🔍 🛒 ❤️ 👤

APP



**DELIVERY
BOXES AND
BAGS**



T-SHIRTS



LEVMART

LEVMART s.r.o.

- +421 915 600 700
- www.levmart.sk
- levmart@info.sk
- Cintorínska 566/2a, Levice, 935 21



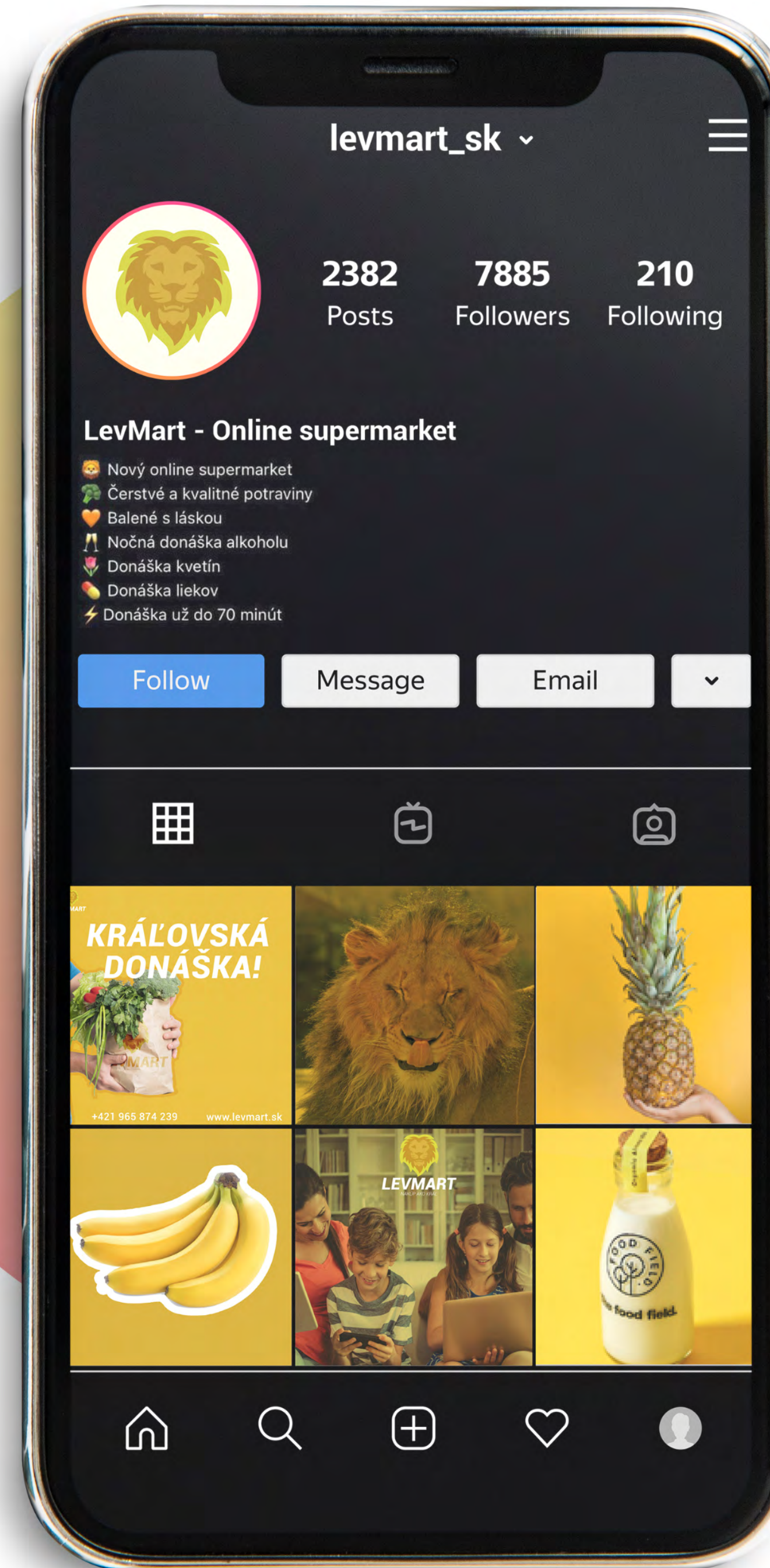
LEVMART

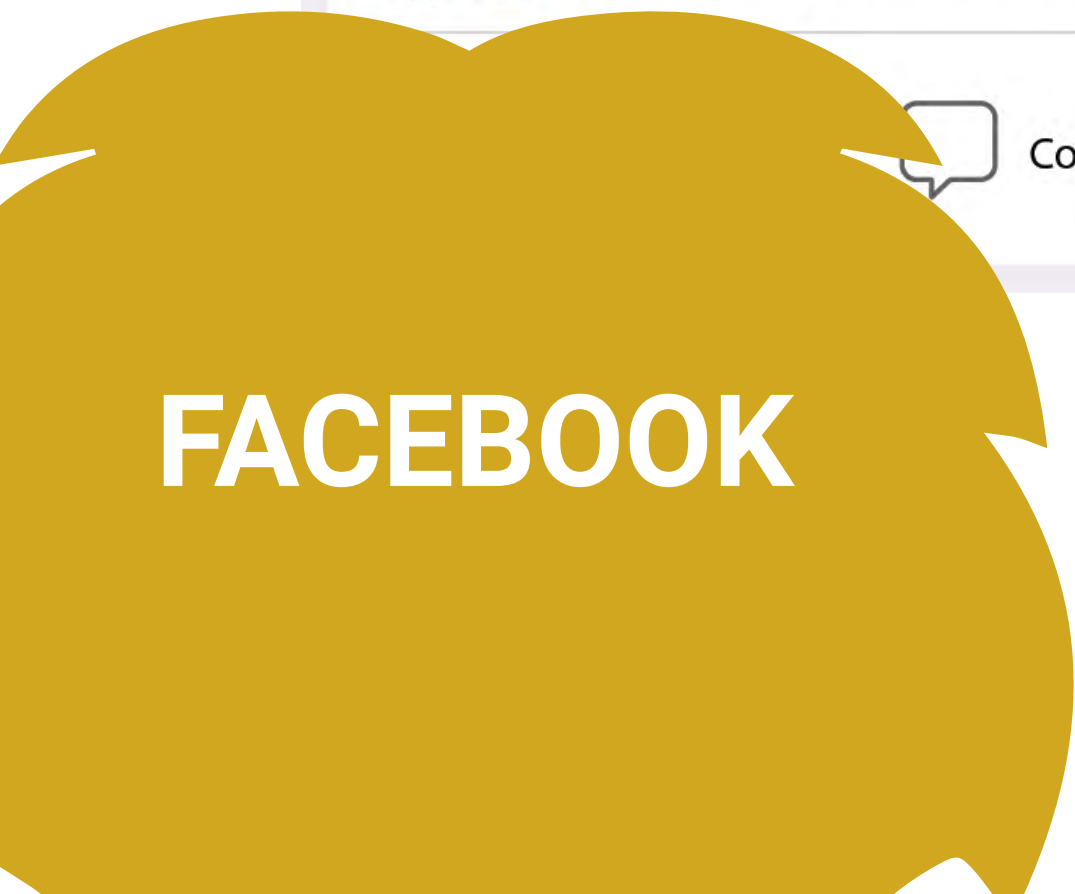
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**BUSSINESS
CARDS**

INSTAGRAM





FACEBOOK

Facebook post from LEVMART, Monday at 11:00 AM. The post features a yellow banner with an image of fresh vegetables (tomatoes, cucumbers, and a can) and the text: "NAJKVALITNEJŠIE POTRAVINY V MESTE" and "DOPRAJTE SI KRÁLOVSKÚ DONÁŠKU!". Below the banner, there are icons for Like, Comment, and Share, and the text "Lorem ipsum and 291 others" and "55 comments".

Facebook post from LEVMART, Monday at 11:00 AM. The post features a yellow banner with an image of fresh vegetables in a basket and the text: "ZELENINA ZO ZÁHRADY ROVNO NA VÁŠ STÔL" and "TO ZNIE KRÁLOVSKY!". Below the banner, there are icons for Like, Comment, and Share, and the text "Lorem ipsum and 291 others" and "55 comments".

Facebook post from LEVMART, Monday at 11:00 AM. The post features a yellow banner with an image of drinks and the text: "NOČNÁ DONÁŠKA NA KAŽDÚ PÁRTY" and "BUĎ KRÁLOM VEČERA". Below the banner, there are icons for Like, Comment, and Share, and the text "Lorem ipsum and 291 others" and "55 comments".



KRÁĽOVSKÁ DONÁŠKA!



ADVERTISING

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THANK YOU



Miriam Vojčková

