The model for developing a brand concept for a small construction business

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Abstract. The current economic situation obliges enterprises to be competitive. It is not easy to achieve customer response and strong market positions. In order for the company to be recognizable and find a response from the target audience, any construction company needs its own corporate identity and unique image that will become recognizable among consumers. For carpentry workshops, not only an individual image is important, but also high-quality work. Carpentry workshop “Podelki ot Gigantycha” is a small business that needs to be given individual features that make it possible to stand out from the competition and take a confident position in the market of such services in Irkutsk. The article describes the process of creating an individual image, developed the logo of the workshop and formed the graphic principles of placing the logo on business documentation and Souvenirs.

Wood processing is one of the oldest types of craft that is still in demand today. Wood is a durable and easy-to-process material. It is distinguished from other building materials used in everyday life by its ease and accessibility. It is important that useful, beautiful and stylish things are made of wood, which attracts buyers of all financial possibilities and aesthetic tastes.

In Russia, carpentry as a branch of popular production was virtually destroyed at the beginning of the XX century. The reason for this was the mass distribution and development of factory production. Carpentry joints allow you to more reliably ensure the stability of the forms of the created structures, but the long production time and high labor costs and significant price differences did not allow carpentry workshops to compete with factories that produce products in a short time. These circumstances divided the furniture construction industry into 2 areas: automated (factory) and author's carpentry [1].

In the modern world, where every day there are more and more opportunities to open a small business and the number of organizations is growing, the problem of creating a corporate identity at the initial stage of the enterprise's existence is urgent. A novice entrepreneur before introducing their production to the market thinks about creating a company's brand and methods of positioning it for the target audience.

Despite numerous disputes about the need to spend on a brand for the construction business, the issue of investing in the promotion of a small enterprise is quite acute. Fair or not, people tend to choose a construction product without relying on its real value, they are interested in the image of the
product brand and the image that forms the construction company in the eyes of the public. When a person sees the logo of a construction company on a regular basis, trust in a particular brand is formed automatically on an unconscious level. And trust, as you know, encourages consumers to use the services of the company.

Currently, the construction market for products and services does not stand still: new masters and enterprises appear, the latest technologies and designs are offered that correspond to the trends of the time. In order for a novice company to take a confident position in a certain niche, a strategic plan of economic actions is necessary, including a set of measures for creating and promoting a brand-branding [2].

The main stage in working with a brand is the formation of a unique and strong corporate identity. Corporate identity is a complex of verbal, visual and graphic elements, the system perception of which together creates an individual and universal image of the company [3]. In conditions of fierce competition, it is not enough to develop an individual style of the company. To achieve the maximum level of mutual understanding between print specialists, marketers, researchers, and advertising specialists, it is necessary to develop a document that will contain the constants of corporate identity, options for using the logo on souvenirs, business media, and so on – a brand book. The development of such a document begins with the process of understanding the ideology and concepts of brand positioning. In addition, such a document forms a stable position of the company, helping it to easily adapt to external influences, gives the brand emotions and stimulates interest in the brand [4].

When assessing the state of the modern market of goods and services, it is quite difficult for any consumer to imagine a commercial organization without its own corporate identity. Every company that offers any products or services tries to be competitive and different from others. Your own corporate identity helps your company become recognizable and unique.

Carpentry is an ancient craft. It is considered that carpentry is one of the first professions that a person has mastered. Wood is generally available and easy to process, the products themselves are light and strong, durable in everyday life and wear-resistant. Carpentry is the “parent” of carpentry, the essence of which is to find ideas for the design, cutting, processing and connection of goods from this material [5].

Modern carpentry workshops can be divided into two categories. The first is a workshop where the master works by implementing his own ideas. Such workshops do not have a specific specialization and are engaged in orders, considering the main interest in the work process, and not financial profit. Equipment in workshops is purchased based on the capabilities of the owner. The second category is workshops aimed at factory production. Workshops of this type have clear specializations: furniture development, souvenir products, etc. if the workshop has several areas, it has the main and secondary areas that are most in demand from the consumer, so that the enterprise is ultimately profitable and profitable [6].

The “Podelki ot Gigantycha” workshop belongs to the first category of workshops, which was taken into account when developing the corporate identity. The purpose of the carpentry workshop in the Irkutsk market is to fulfill orders for the production of furniture, souvenirs, children's toys, decorative items for home improvement and other wood products. The main reason for opening the workshop was the lack of masters who are engaged in production according to individual sketches. The demand for goods was high and within a month from the start of work, the workshop had regular customers. It is worth noting that “Podelki ot Gigantycha” is not the only carpentry workshop in the city of Irkutsk, which, of course, complicates its functioning in the market of similar services in the city.

The workshop has a total area of about 50 square meters of enclosed space and about 100 square meters of open space, without a roof. So much space allows you to fully engage in production activities. The entire area of the carpentry workshop can be divided into several zones. The first is the production area. It has all the production machines and tools necessary for the work. The second is the drying and painting area. This zone is located in an open area. The third zone is a production warehouse where materials for orders and finished products are stored. The undoubted advantage of
the workshop is that the customer can visit the workshop by agreement in order to clarify the details of the order with some adjustments or to see what stage of production the order is at. Any customer can see the finished products that were created in the workshop. The staff of the workshop “Podelki ot Gigantycha” includes: the master, the owner of the workshop and the assistant master, who works for a certain percentage of orders. The master tries to make each order unique and unrepeatable.

You can't make a purchase in a workshop, like in a furniture store or other store. Before you start making an order, a lot of small things are discussed, including its price, which depends on many factors. The price of the same product may vary. Turning to the workshop, the consumer knows that the work will be done efficiently.

As we have found, the target audience of the “Podelki ot Gigantycha” workshop is men. About 30% of customers are women. The main target audience lives in the city of Irkutsk. The age of representatives of the target audience is from twenty-five to forty-five years. It should be noted that there are orders from other cities.

Carpentry workshops have not lost the demand for making their own products in the most difficult times. In Irkutsk, the demand for wood products is considered to be quite high, which determines competition in the market for these services. In Irkutsk, there are more than 40 workshops that accept individual orders and do not work with mass production, for example: “Baikal Loft”, “Good Oak”, “Start”, “Style”, “Modera”, etc. These enterprises are a serious competition for the author's workshop “Podelki ot Gigantycha”.

As many experts in the field of branding and advertising note, the importance of corporate identity unity is that it establishes the brand's strengths, which will later interact with the target audience and form the image of the enterprise. It is important that a strong image and a positive image will undoubtedly form confidence in the company's activities and cause a kind of “dependence” [7].

The brand book includes visual recommendations. This is the use of a logo, color palette, and typography. The style guide can cover the company's mission, brand voice, images, and more. The guiding principles of the brand are not the same for each company and should not be. While well-known brands require more detailed rules and scenarios, startups and small businesses can make do with a reduced set of recommendations [8].

The logo is the face of the brand. For the “Podelki ot Gigantycha” workshop, it was created in accordance with the concept of a carpenter's workshop, so after building a number of basic options, it was decided to use the brand name in conjunction with recognizable symbols. The symbol is directly associated with the workshop.

Since ancient times, various workshops have placed signs on the facades of buildings and shopping areas in order to attract the attention of passersby and buyers. Each workshop, depending on its type of activity, had a specific symbol. For example, blacksmith workshops used an anvil as a key symbol, weavers used a skein of thread with needles, and carpenters used planes, nails, hammers, and axes as symbols of visual identity. Representatives of the target audience associate the process of creating something from wood with such a tool as a hammer. Based on a stable stereotype, we chose a hammer as the basic symbol in the logo. Work on the vector image of the symbol was carried out in the program “Photoshop”. A vector drawing of a hammer consists of two parts, a handle and a striker. A text part has been added to the graphic part of the image. It is important to follow a key design rule: the text based on the law of “Unity of perception” must be a single whole with symbols in order to create a full-fledged “working” advertising work. The font for the logo is “Bebas Neue”. This is a strict and direct font, conceptually complete, allowing you to combine font style and graphic elements into a single composition (figure 1).
The logo was made as concise as possible, since it was necessary to apply it to wood products manually or by burning. It is important that the logo is always visible and easy to read in all cases of its use.

According to the printing method, the logo can be used in different colors. On a dark background, the logo will be displayed in a light version. Different color options for the logo are used not only for printing on paper. First of all, you need to understand that the logo will be decorated with wooden products. Siberian forests – light tree species. In the workshop, this material is mainly used, with rare exceptions, when dark wood is used in the manufacture of products. For products made of this material, a light version of the logo symbolism is suitable (figure 2).

![Figure 1. Logo “Podelki ot Gigantycha”](image1)

![Figure 2. Logo “Podelki ot Gigantycha”](image2)

The minimum size for publishing a logo on a product is 10 mm by 16 mm. When the logo is reduced even more, the label becomes barely distinguishable and the logo ceases to be informative. The maximum size is unlimited. It is important to remember that if the size of the logo is violated, copyright is also violated.

Corporate color – one of the elements of the corporate identity that serves to indicate different product groups (services), divisions and branches of the organization. Corporate color helps to create an image of the company, has an emotional impact on the perception of information [9].

The general colors are white, gray, and gold. Symbolically, white is the color of purity, harmony and balance. In addition to the main colors, another color was chosen - yellow. It is used exclusively in
a gift certificate with a face value of 5000 rubles. Brand colors provide a strong visual connection to the brand and its values. It is important to observe the color scheme, excluding the use of other colors.

In addition to choosing a color solution, it is important to define typefaces that are basic along with the process of choosing a name and color. The “Bebas Neue” typeface serves as the main font. The font is strict, not overloaded with elements, which gives the impression of thoroughness. The straight font is slightly straightened vertically, which creates a mood that corresponds to the mood of the workshop and is suitable for use as a font for typing the main text in both business documentation and advertising products (figure 3).

![Figure 3. Corporate font.](image)

As an additional typesetting font, you should use the “Montserrat” typeface for a set of paragraphs. The font is made strictly, but at the same time has rounded shapes, thereby achieving the effect of comfort, well-being and elegance. It should be used as a header font in business documentation and advertising products.

Corporate communication tools using elements of corporate identity are used in the internal document flow and in the communication of the workshop with the external environment. Image tools include letterheads and stamps, personal business cards, various branded envelopes, branded folders for envelopes, as well as advertising and souvenir products. Thus, we created the concepts of corporate letterheads and envelopes, business cards and gift certificates for the workshop.

In today's world, business cards are a great addition to business communication in large corporations and small businesses. The role of a business card is difficult to overestimate. It is information for feedback and an inexpensive advertising medium. Information content and functionality become important characteristics of any business card. This judgment was taken into account when working on the business card design. In addition, an effective business card contributes to the productive establishment of business contacts. In our case, it was decided to create a business card in the style business. The business style of a business card implies a representation of both the company and a specific person. These business cards contain the first and last name of the person representing the company, the name of their organization, and contact information for feedback. Such business cards usually have a strict design.

Components for the layout of the business card “Podelki ot Gigantycha” were the visual range and contact information of the master. The logo of the workshop is placed on the front part (figure 4).

![Figure 4. Business card.](image)
The main purpose of creating business cards is to convey minimal information to recipients, therefore, graphic minimalism is encouraged in the design [10]. Business cards are made in the standard 5x9 cm format. The business card must be of the highest quality, so it was printed on thick paper. Like paper with texture, thick paper confirms the solidity of the combination. Thin, and even more ordinary, paper will not make the right impression.

The letterhead was developed by us for external document management. The design of the form was strict: A4 format with respect to the margins on the edges of the sheet-top 15 mm; bottom 15 mm; left 20 mm; right 10-15 mm. There was a logo in the document header. This document is available in two versions: gray and white. It looks strict, without any decorative elements, since no inscriptions were used in its design, except for the one that is part of the logo.

The branded envelope is made in one color – gray. Just like the letterhead, the envelope looks strict and stylish. On the front side, according to all the design rules, the logo is placed [11]. Plain paper is used for the production of letterheads and envelopes. For letterheads of the workshop, it is forbidden to use glossy paper, as the ink from the pen will not be absorbed into it. For this reason, you should not use coated paper (Figure 5).

![Figure 5. Letterhead and corporate envelope.](image)

Gift certificates, unlike a business card, are a gift, so the certificate looks appropriate. The paper for the certificate must have a density of at least 150 g/m. In our case, we used a matte type of paper with cross-lettering. The design of the certificate does not go beyond the corporate identity. The background is gray, and the lettering and logo are white, black, and gold, respectively. The certificates contain: logo, explanatory inscription and nominal value. The certificate values range from 500 to 5000 rubles. For a certificate of 500 rubles, the black color of the inscriptions and logo is selected. It doesn't blend in with the background gray, but it creates volume due to its color proximity. The certificate with a face value of 1000 rubles has white inscriptions and a logo. A certificate with a face value of 5000 rubles – gold (Figure 6).

![Figure 6. Gift certificate.](image)
Souvenir products are an effective tool for attracting potential consumers of goods and services, increasing the loyalty of the target audience to the workshop, and maintaining interest in its products and services from the formed customer base. Subconsciously, the client or guest, seeing a well-made item with a logo, understands that the workshop cares about its image [12]. If things are easy to use and beautiful, they will definitely be used, which, in turn, affects the reputation of the workshop and its promotion on the market.

The main rule when developing variants of souvenir products of the “Podelki ot Gigantycha” workshop was the desire to evoke associations with quality, reliability and modern style. Based on this, natural materials were chosen for manufacturing: leather and wood. Souvenir products are designed to emphasize the prestige of the workshop customer, and in addition, become a kind of “reminder” of the good and strong relationship with the workshop. Writing materials are included in the package of mandatory souvenirs, as pens, pencils, markers can be useful in any situation: make a quick note when talking with a partner, sign a contract, make a nice gift that will be with the person to whom it is presented (figure 7).

![Figure 7. Souvenir production.](image)

When developing a brand book, we always followed a concise style. This is a very effective combination of strict and modern style. In our opinion, the developed brand book for the author's workshop “Podelki ot Gigantycha” meets the request of positioning the workshop as a specific brand, which will contribute to increasing awareness among the residents of Irkutsk. The “Podelki ot Gigantycha” workshop, with a further increase in the number of employees, is profitable in the production of furniture and other original wood products in Irkutsk. Developing a unique corporate identity and working on the image is not only a way to influence the perception of the target audience of the organization, but also one of the main competitive factors. This statement is the main driving factor for the owners of any retail business and the desire to highlight the image of the organization in order to attract a wide range of potential consumers and retain them as regular customers. A strong individual corporate identity can guarantee the organization a stable position in the market and long-term business success.

The formation of a high-quality image of the company in modern conditions of competition in the construction services market is of particular marketing importance. The activities of construction organizations have their own specifics, which require an individual approach to the sales system [13].

As mentioned earlier, the corporate identity of the carpentry workshop “Podelki ot Gigantycha” was not developed, and the owner of the company worked intuitively, hoping that the main advertising tool for a long time can serve as “word of mouth”.

When developing the company's logo, the main task was to create a memorable image that will distinguish the workshop from others. When creating the logo, the general director's wishes were taken into account, but out of the three options presented, preference was given to the logo, which was very
different from the company's requirements. The development of a unified corporate identity will allow the workshop to position itself among the target audience as a complete brand. If the company does not have a face, it is unlikely to stimulate the client's desire to use its products or services [14]. To prevent this from happening, the company must be able to manage its image. Developing an advertising campaign is difficult, but, in turn, it is necessary for the sake of the organization's well-being.

The image policy of advertising agencies is client-oriented, and the development of corporate identity and advertising events is a complex process that includes situational factors that form a single whole – the company's image [15]. Therefore, to effectively promote the image of carpentry workshops, it is necessary to carefully analyze every action and effort. By building a competent image management policy, the organization will be able to interact with consumers, which, of course, is the main value in the modern market space.

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