Creative branding approaches in
Central Institute for Conservation
in Belgrade, Serbia

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1. Brand identity

2. Brand Value

3. Brand Awareness

4. Brand Recognition
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BRAND IDENTITY

maturity

preparation

growth
BRAND IDENTITY

Visual and verbal manifestation of a brand or an individual as a brand

CIK's logo can not be called cheerful and unconventional, but it certainly can be defined as serious, minimalistic, dynamic and traditional (acquired from the old Serbian medieval frescoes).
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BRAND VALUE

The investment that one organization has installed in a brand CIK has been investing in: Academic study programs, educated in professions: programs for museum network, programs for collections management and preparation of exhibitions, seminars, training apprentices and specializing of conservators from other museums.
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BRAND AWARENESS
BRAND RECOGNITION

Ways of forming information about the existence of a brand. In CIK those are preparations of informational and promotional materials, promotion of activities and programs (updating websites, projects), communication with media, measuring the effectiveness of the media, our partnerships with related Institutions and cultural mediation.
Media
Advertising is the most expensive form of promotion and involves a sustained paid media presence. Mostly those are nice and fresh stories about workshops, exhibitions and media broadcast them without charge.

Fairs
CIK regularly participates in fairs, it is usually expensive performance (lease and equipment of the stand, the cost of transport and accommodation, the employment of the working staff, promotional materials...).

Internet
CIK's web page http://www.cik.org.rs/ contains basic information about the company, news, services and contact details. This web page is in Serbian and English language.

In CIK, brand building is addressed as an investment and not an expense!
WHAT MAKES A BRAND:

Each brand has its physical and abstract component:

Physical component of a brand is name, sign, symbol, design.

Abstract component of a brand are all the informations that we envision in our heads at the thought of said brand, all the emotions and even physical stimuli that we feel when we think about it. This is partly the brand image of a product or service - picture that we have of that product or service.

Brand of CIK offers physical proof of its quality, high efficiency and speed of service but also has an emotional dimension - its young hardworking people operating with success.
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POSITIVE ATTITUDE
Corporate culture, teamwork, spirit, unique organization, discipline, unity, awareness of cost-effectiveness are crucial factors of a brand of one institute.

This is not about the money, the professionals that are just a number, not on the cost of mere wages, social contributions, or whether you will save on material, be fast to finish the job.

Here we talk about the vision of employees in the CIK TO BE THE PART OF SOMETHING BIGGER THEN THEMSELVES.
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USABILITY
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SPIRIT
GENTLENESS AND HELPFULNESS
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COMPETENCE AND DESIRE TO LEARN
IDENTITY, IMAGE, REPUTATION

CIK values are basic prerequisite for reputation and they include features such as:

- ethical behavior
- open network of associates in the country and region
- sustainable development
- team spirit
- discipline
- culture of excellence
SCHEMATIC REPRESENTATION OF THE VALUES REPRESENTED BY THE CIK:

- Innovations
- Professional training of youth
- Inspiration and care
- Honor and respect
CIK is a strong and authentic institution - not to say billboard - which really does not need any dressing of image. People in the CIK, themselves, are the bearers of this vision of one new Institution for culture and protection. They represent the desired state, they depict how brand of CIK will look like in the future.
CONCLUSION

Movie about Central Institute for Conservation in Belgrade

Thank you for attention