

## **Examination of Corporate Identity Formation; Corporate Identity of Besiktas Gymnastics Club**

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### **Abstract**

Football clubs around the world need to increase their brand awareness and create their identity while building their institutional structures. This study is conducted on Turkey's first club, Besiktas Gymnastics Club and to assess its corporate identity formation, trademark, logo, colors, history, vision and mission. Considering the changes from past to present, the institutional structure of the current club is studied. While conducting corporate identity studies, it has been observed that the culture of the neighborhood and the inhabitants where the club was established, the unity and solidarity among the supporters, the sense of belonging have affected the logo, the colors, the characters and the brand value of the club. Exploratory information analysis method was used as research method. Academic articles, newspaper archives, books and websites were used.

As a result, sports clubs competing in the national and international arena need to take appropriate steps in order to survive in the environment with these technological advances and creation of new markets. Besiktas Gymnastics Club, which established a corporate identity that supports the establishment purpose and future plans of the club, is considered to have a good representation of itself and its fans, especially with the characteristics that constitute its brand value. One of the most important forms of self-expression of a brand is to create the corporate identity structure in an accurate way. Recognition, sympathy and confidence strengthen the behavior of the enterprise and support the behavior of the target audience. On the other hand, the corporate identity provides the following elements. Besiktas Gymnastics Club has completely rearranged its corporate identity guide and turned it into a form to express the club in the best possible way.

**Keywords:** Corporate Identity, Corporate Culture, Besiktas Gymnastics Club

## History of Besiktas Gymnastics Club

In 1902, 22 young individuals met at certain times to do gymnastic exercises in the garden of Osman Pasha, who was in the position of Medina Guard of the period. Osman Pasha's son Huseyin Bereket and Mehmet Samil were among the members of this group, and the other members such as Sevket Bey, Mehmet Ali Fetgeri, Ahmet Fetgeri, Cemil Feti and Nazim Nazif were living in the same neighborhood (Serencebey). These names are referred to as the founders of the Besiktas Club (Kodal, 2009: 398).

On 13.01.1910, with the support and guidance of Beyoglu Governor Muhittin Bey, Besiktas Ottoman Gymnastics Club was registered and a Turkish sports club was registered for the first time. (Beşiktaş JK, 2017).

Beşiktaş Gymnastics Club has been one of the cornerstones of sports and football in our country since its foundation in 1903. In addition to be the first registered sports club, Besiktas Gymnastics Club also has an important place with its unique structure, colors and supporters, along with many championship and success stories in Turkish sports history (Dikici 2008).

### KULÜP KİMLİĞİ

Kulüp Kimliği	Beşiktaş Jimnastik Kulübü
Kuruluş Tarihi	1903
Renkler	Siyah - Beyaz
Kuruluş İsmi	Beşiktaş Bereket Jimnastik Kulübü
İlk Başkanı	Mehmet Şamil Bey
İlk Şampiyonluk	Jimnastik 1911
Futbol Şubesi Kuruluş Tarihi	Ağustos 1911
Futbolda İlk Şampiyonluk	1919 Türk İdman Birliği Ligi
Futbol Liglerine İlk Katılış	1919

<http://www.bjk.com.tr/tr/cms/hakkinda/1/> Date of Access: 19.06.2018

The corporate identity of Besiktas Gymnastics Club: Its name as of the establishment date of 1903 was Besiktas Bereket Gymnastics Club, the colors are black and white, the first chairman was Mehmet Samil Bey, in 1911 Gymnastics branch and in 1911 Football Branch were founded, and in 1919 the first championship in football at Turkish League of Practice.

## Corporate Identity Structure

Since the institution is in constant communication with consumers, corporate identity is an area where change is applied frequently. The visual identity of the institution is in constant development and change. The competitive circumstances conditions, changing consumer demands and cultural characteristics compel the organization to change the corporate identity (Er, 2016).

Corporate identity can be named as the personality and image of an institution, its visual and physical features, identity generated by corporate culture. The corporate identity consists of

all activities of the organization and the joint management. According to Wally Olins, the corporate identity reflects four points of an institution:

- Who the institution is
- What the institution does
- How institution does it
- For whom the institution does it

Based on the vision and mission of Besiktas Gymnastics Club, together with its values, supporters and target audience; Club should first take place in the market with its corporate identity in order to provide training in sports branches, to train athletes, and to create a corporate structure in order to successfully represent them in national and international platform.

According to Melewar, a strong corporate identity has many benefits. These are:

- Corporate identity motivates the employees. Employees clearly understand the purpose, direction and characteristics of the organization and become more loyal to the organization.
- The corporate identity ensures that employees adapt to existing culture and harmonization with the new culture becomes less confusing if mergers or acquisitions occur.
- Through the corporate identity, consumers can be informed about the product quality, which provides support to the organization's product and brand. (Cited By Dölek, Melewar, 2011: 30).

### **Institutionalization and Culture**

The corporate culture generated by the contribution of the social culture causes the behavioral change of the individual after joining a new group. At this point, the individual affected by the institutional culture reflects this interaction in all social processes he is involved. Cultural elements that enable the establishment of corporate culture are used in many points within our corporate communication practices. In corporate identity studies, visual elements that belong to society are used. At this point, the fact that should be considered by institutions is the use of aspects which are commonly accepted by the society as a value. In this way, it can be ensured that the institution can address a wider audience during the process of image building. (Er,2016).

The corporate identity of Besiktas Gymnastics Club is affected by Besiktas district and the culture of people living in that neighborhood. It is the only sports club with crescent and star in the logos, considering the images used in identity studies. It has affected the feelings of society such as sharing a common goal, unity and integration. When we look at the club's vision and mission, fan groups, colors, marches and slogans, we see a sense of belonging, love, courage, determination and success.

### **Logo**

Mehmet Samil Bey, who was one of the founders of the club, has said that Besiktas Ottoman Gymnastics Club should have a logo as the number of athletes increased day by day. This idea was discussed in a meeting and colors and shape were decided and in 1906 the first badge with the logo was made. One of the most common discourses about the logo of

Besiktas is that the team colors were actually red-white. Some studies have revealed that the red in the club's colors were turned into black because of the losses and defeats in Balkan Wars and that the lost lands were said to remain black until they were recovered. The first white line in the black-and-white rectangular logo symbolizes the number "one". The following 3 black lines are the symbols of the number "three". The remaining second white line also represents the number "one". The logo is composed of 9 pieces and the date of 1319 can be calculated as a result, which is 1903 in the Gregorian Calendar.



<https://bjk.org/besiktasin-logosu-nereden-geliyor/> Access Date: 19.06.2018

### **First Logo of Besiktas Gymnastics Club**

The date on the first badge of Besiktas was inspired by the badges of the French school and "1906" was written. "Besiktas" was written with the Arabic letters on the top, letter "J" was on the right and "K" was on the left. On the back of the badge, it was written that it was made in "Constantinople" and the seal of the artisan who made the badge was at the inside.



<http://www.bjk.com.tr/tr/cms/tarihce/2/74/> Access Date: 19.06.2018

### **Logo of Besiktas Gymnastics Club**

The coat of arms of the club (badge) consists of a Turkish Flag with crescent and star faced upwards, BJK on the top written in white on black ground and written in black on white ground, and three black and two white vertical lines below the flag with 1903.

The club also uses the registered trademark of the form of an eagle with its wings open on the badge as stated in the above paragraph as a second emblem (badge) (Besiktas Gymnastics Club Regulation, Article 4).

Besiktas Gymnastics Club logo on the coat of arms is divided into black and white colors and created with a correlation between negative and positive. BJK abbreviation on the logo has an international use.

The Turkish flag in the logo was used in accordance with the coat of arms form of logo. Since BJK is the first registered club, it is the only Club that has the right to bear the Crescent and Star in its coat of arms. BJK Corporate Identity Guide, p. 15

When the logos of the Besiktas Club throughout the time are examined, we see that the Arabic letters were converted to Latin letters, black and white colors were used, and rounded fonts were used as typology.

## Typography

The font used by the institution is put "within quotation" as different from the current one. However, in order to meet the requirements of the current era, the brand has started to use the corporate sharp font in a more tempered way. With this change, it is aimed to generate a more sincere feeling among the fans and to break down the existing bleakness in football community.

In BJK's corporate identity, two separate fonts are used; TR McLean and Neo Sans Pro families form the basis of typography. TR McLean Regular / Bold is used in titles and Neo Sans Pro Light is used in texts. BJK Corporate Identity Guide, p. 29

### Main font

N n

Neo Sans Pro Light  
abcçdefgğhijklmnoöpqrsştuüvwxyz  
ABCÇDEFGĞHIJKLMNOÖPQRSŞTUÜVWXYZ  
1234567890@?!/+(,;:)

### Auxiliary font

M

TR McLean Regular  
abcçdefgğhijklmnoöpqrsştuüvwxyz  
ABCÇDEFGĞHIJKLMNOÖPQRSŞTUÜVWXYZ  
1234567890@?!/+(,;:)

Considering its rooted history and achievements and behavior, gestures, mimics, tones, shouts of its fans and the type of communication among each other, opponent team players and fans; we seen that Besiktas Gymnastics Club has selected a typography that will reflect the feeling of unity. Angled font model is selected as font.

## Color

A designer analyzes its design by using the colors while considering the message to be provided, the feelings to be generated and the subliminal emotions. Therefore, color is one of the most important factors in the design for a designer. The symbol generated by color in Turkey may vary according to the cultural structures of other countries. ( Akegin, Arslan and Yayçalı, 2017).

The use of color strengthens brand identity. Due to its consistency, the color palette distinguishes BJK since the Black-White-Red color relationship is a highly dominant combination, and the auxiliary color is not recommended in the corporate identity guide. Side colors required for periodic communication and the use of a limited number of colors in accordance with the three main colors were considered as suitable for BJK. BJK Corporate Identity Guide, p. 25

Colors of Besiktas Gymnastics Club are the colors adopted and accepted by fans. It is also claimed that the first colors of Besiktas were red and white and that they were converted to black and white after the losses in the Balkan War. <http://www.bjk.com.tr/tr/cms/tarihce/2/74/> Access Date: 20.06.2018.

Color of black is obtained from the mixture of all colors and it represents power, courage, authority, formality, confidentiality and simplicity. It is the color of mourning in the Western world and also in Turkish culture. Black is preferred by many brands as it increases the concentration. "Black symbolizes despair, rebellion, unknown, death and mourning. White is the color of light, calmness, freedom, surrender, tolerance, bonding, cleanliness, purity, freshness and innocence". (Çallı, 2007)

Although the Besiktas Club was established by the prominent people in that period, it was always a part of neighborhood culture and it never became an elitist club. The club has undertaken a role where the elites of the country have protected the weak, frail youth of the country who needed sports discipline and a good nutrition.

Characteristics such as being a strong district club, the fact that athletes of the club are also fans, and unification around the idea of realizing an ideal as the children of same neighborhood are important factors to achieve that. This mission has never included arrogance and supremacy, and the position of club as a father like figure was always constant. The athletes, fans and members of the club are the reflection of the mosaic of the neighborhood. Since its foundation, Besiktas Gymnastics Club has been called as the "people's team" and this is the main reason behind it (Bora, 2006).

When we look at the messages expressed by black and white colors, we see that they have been identified with the neighborhood culture in Besiktas and the connections with fans. We can say that the logos and colors that symbolize the teams is the art of representation where the visibility of indicators are emphasized and where physical and cultural connections are established at (Dikici 2008).

## Products and Equipment with Corporate Logo

Besiktas Gymnastics Club (BJK), had been a pioneer in many areas within Turkey for other clubs. While the clubs desire to be successful in sports, they also aim to generate a number of resources that will generate economic income in order to invest in the club (Orçun, 2015).

When we look at the types of services provided to the supporters of Besiktas Gymnastics Club, we see activities such as credit cards, licensed product stores, magazines, mobile

communication, mass communication channels, social media channels. The club should use public relations and advertising activities in accordance with current technological developments in order to inform and support the fans about these applications (Göksu 2017).

Services Provided By Besiktas Gymnastics Club (<http://www.bjk.com.tr/tr/taraftar/>, Access Date:26.06.2018):

- Garanti BJK Bonus
- Denizbank BJK Bonus
- Vakıf bank BJK Bonus
- Lukoil BJK
- BJK Combined Card
- Passolig
- Licensed Products
- BJK TV
- BJK Magazine
- Kartal Magazine
- Official Website
- BJK Mobile: KartalCell
- BJK Museum
- Besiktas Sport Schools
- BJKShop.com
- Yavru Kartal Magazine
- Card 1903 (Loyalty Program)
- Social Media Accounts: Instagram, Facebook, Twitter, LinkedIn, Google Plus, Mobile Application
- Fan Group: Çarşı

## **Corporate Value**

It is seen that the history, vision and mission, achievements, fan loyalty and fan type have influenced the brand value studies of Besiktas Gymnastics Club. <http://www.bjk.com.tr/tr/cms/degerler/31/> Access Date: 20.06.2018.

### **We Play With Honor**

- We keep moral elements and human virtues such as honesty and justice above all.
- It is very important for us to maintain the prestige of our club that comes from its glorious history.
- We know that we must be worthy of the values represented by the Crescent and Star and our colors.

The concepts that represent the club and target audience in accordance with its deep rooted history, its establishment, and purposes of colors and logos are honesty and honor.

### **We Win With Our Effort**

- We give importance to hard working, courage and belief and struggling as a team without giving up.
- We show full commitment to fair game rules.
- We show full respect to our competitors.
- We are gentleman. We support the party that wins with effort.

Regardless of their age, place of birth, education level, occupation and income, all Besiktas fans share the same values. These values make them Besiktas fans. Therefore, regardless of the age, education and income levels between them, all of the Besiktas fans are brothers and sisters of each other (Özkoç, 1991: 148-149).

One of the most important characteristics that affect the management and fans' attitude in Besiktas Gymnastics Club is to act together as a community. This club, with millions of fans, aims to act in accordance with the right principles while achieving success. With the understanding of fair play, the club has an understanding of meeting the competitor teams and fans and support the winner.

### **We Are the Team of Public**

- We are always humble.
- We do not discriminate between people, race, language, religion, color, position, gender and we have tolerance for everyone.
- We know the value of hard work.
- We are sensitive to social problems and we stand against unjust.

Besiktas fans come from all segments within the public; they are students, technicians, civil servants, self-employed, barbers, restaurant owners, workers, drivers, filmmakers, lawyers, tailors, grocery store owners, soldiers, teachers. In other words, Besiktas is not the club of a

certain class, but it is the team and club of public. Besiktas is a "public team" (Özkoç, 1991: 148-149).

Besiktas Gymnastics Club is characterized by Besiktas neighborhood and it has adopted the life style, traditions and perspectives of neighborhood.

Turkey's first sports club, Besiktas Gymnastics Club, is established in this neighborhood and we can see the reflections of this neighborhood in the name of club, in its pioneering mission for sports and among the fans. The club has achieved a mission that embraces and unites all young, poor, educated and uneducated people.

### **We Are Empowered by Our Essence**

- We give special importance to young people and we try to improve them with patience and discipline.
- We always respect the history and those who have served for our club. We never forget the neighborhood culture in our roots.

There are many reasons to become a Besiktas fan; its founders, personal characteristics of football players, colors and symbols, people of the neighborhood and philosophy. Being a Besiktas fan means to have loyalty and unrequited love. It is a tradition that says: "Besiktas, you are my heritage from my father and my debt to my son" (Dikici, 2008). It is possible to say that Besiktas is the best club that always paid its respect to its founders, players, management and fans. Süleyman Seba facilities, Hakkı Yeten facilities or Baba Hakkı Tribune are some examples of that.

### **We Are Bound With Passion**

- We are bound to our club and its values with passion, loyalty and love.
- We are always self-devoted to support our club.

The values that make a Besiktas fan are bravery, honesty, fair play, conscious and voluntary discipline, sportsmanship, brotherhood, humbleness, and above all, trust in young people. Since these characteristics are also those of Besiktas club, all Besiktas fans are fans forever (Özkoç, 1991: 148-149).

Based on the corporate value characteristics of Besiktas Gymnastics Club, it has succeeded to reconcile its colors, logo, vision and mission with an institutional structure by creating a sense of belonging among its fans where they live their adherence by songs and marches and acting together.

Corporate identity is the external window of an institution and company. The institution should be able to design its corporate identity in a way to reflect its own characteristics and identity. To create an identity that can reflect the corporate values and to carry these values is very important for sports clubs. Carrying the characteristics that constitute the bonding among the fans and ensure the long-term setting of values help the strengthening of corporate identity elements and improvement of confidence to the club.

## **Mission, Vision and Strategic Goals**

The vision of the Club is announced to public as follows: "The company's vision is to direct and coordinate the activities in order to provide the necessary resources for success in sports and services that will provide the unconditional happiness of all members of the BJK community; and internationally, to promote our community and principles with success and to represent it as rightful pride in the framework of professional approaches in order to maximize economic success as well as sporting success with emphasizing a rooted history that covers the period between 1903-2009. Annual targets are determined in the Company and the annual program and budget prepared in this direction are submitted for the approval of the Board of Directors.

The mission of the company is to train athletes and sportsmen who are smart, agile and who have moral values; and contribute to the achievements of the national team and to build sports facilities in order to reach this goal.

The vision and mission of the club include all of the forward-looking values in which professional steps are taken to promote corporate identities and to announce their future goals, national and international success and to increase brand value.

## **Conclusion**

Today, sport clubs are competing in various fields. One of the most significant areas of competition is the ability of institutions to express their identities in the best way possible. For this purpose, drawing a path from by putting the vision and mission of institution that represent the objectives along with a large budget, professional and creative designers and a strong institution is needed.

Sport Clubs are engaged in generating a corporate identity within the sector by following a corporate strategy. The aim of this project is to provide coordination between the design elements of branding and corporate identity design; and to explain the ways to create a positive and catchy impression about the institution. New developments increase the need to renew confidence of the targeted audience in corporate identity. With the help of the corporate identity, clubs can have a strong transparency among the fans. With this method, clubs can have more support from the fans regarding the identity reflected by the club, to maintain the identity and to establish bonds.

In general terms, studies have indicated that clubs struggle to focus on their competitors, fans and stakeholders, to conduct their works in a suitable way, not to lose their target audience and to reach a wider audience. It is seen that regarding the formation of a corporate identity, Besiktas Gymnastics Club was inspired by the Besiktas district culture, life style, history, colors and fans and that they have chosen a path to reflect the goals of the club. It was observed that the club did not prefer any radical changes in corporate identity and brand value creation. Its colors, logo, typography, vision and mission match with the characteristics that determine the corporate value.

The services provided for the fans of the club transfer the corporate values. Licensed products, fan cards, fan groups of Besiktas Gymnastics Club also transfer the corporate structure and spirit.

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## Conflict of Interest

The authors have not declared any conflicts of interest.

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