

Brand Identity

Students will develop brand Identity materials for a company.

One Required material will be a business Logo. Students will develop a booklet that includes the following:

1. Logo Specifics
2. Typeface Details / Typography in Use
3. Color Specifications
4. Logo Styles (lock-ups)
5. Logo Best Practices

Students will also need to develop 3 additional Items of their choice to assist in the Brand/ Identity. These could include any of the following: stationery, marketing collateral, packaging, signage, messaging, and digital projects, among others.

Your following two assignments will be a business card for this company as well as a tri fold brochure for this company. So make sure you don't choose either of these for your 3 additional items in your brand Identity.

Creative Design Brief

Date:

Contact name & email

Business name

Describe your business
.....

What makes your business unique?
.....

Existing brand guidelines in place? yes no

Any colors that you like/dislike?

What problem is it solving?
.....

Who is your audience?
.....

Who is your competition?
.....

What's the tone/feeling?

List all due dates for project
.....

Budget



Designing a Brand Identity

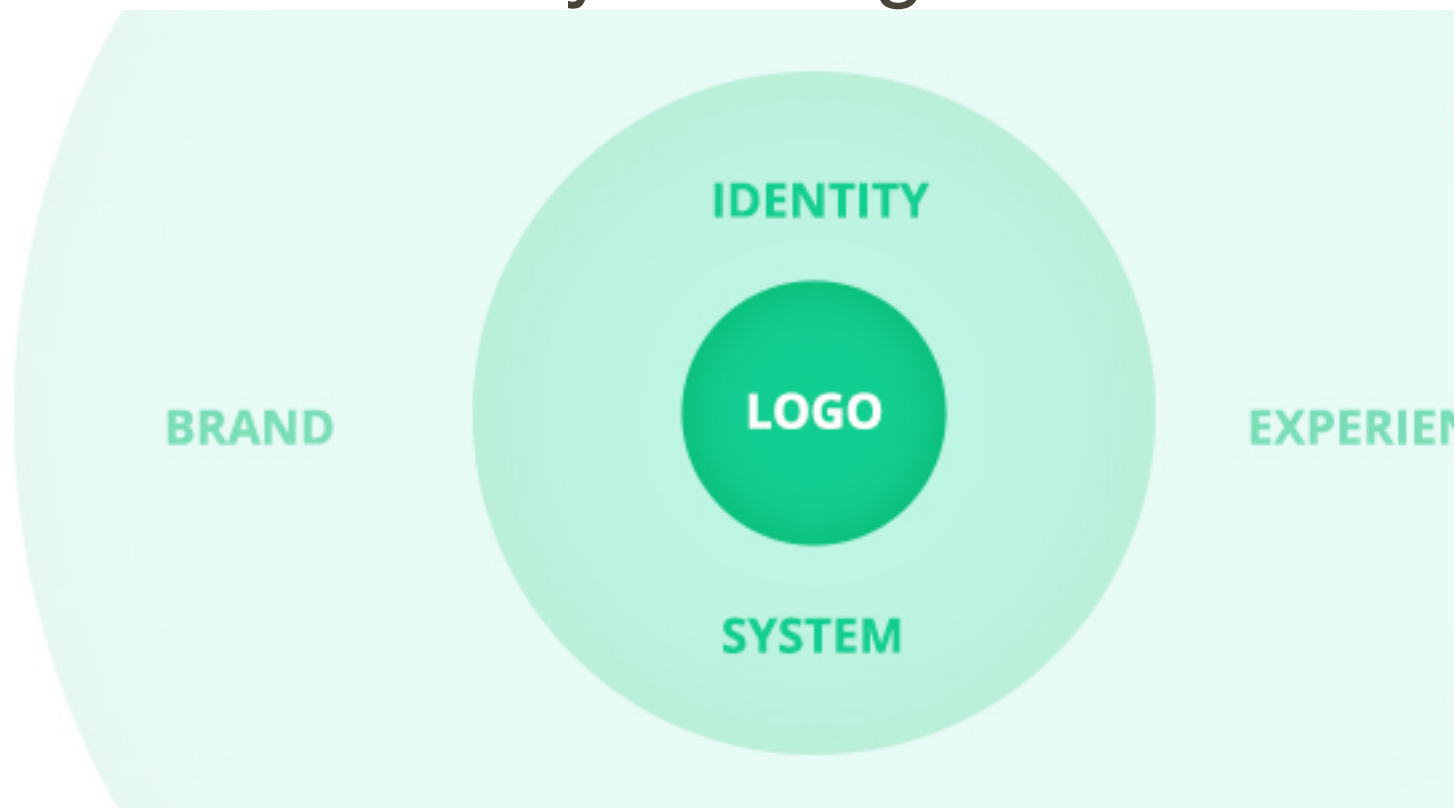
By [Gerren Lamson](#) on Mar 3, 2017 in [Business, How To](#)

<https://creativemarket.com/blog/designing-a-brand-identity>

One of the most interesting projects that a graphic designer can take on is designing a [logo](#). It can be daunting (and stressful) to come up with logo options based on market research, and stumble upon some "[design magic](#)" through the exploratory process. Narrowing it down to a final approved logo and then seeing it out in the world can be a very rewarding experience for a designer.

However, most of the time, a logo is not enough. Large organizations with layers of management require a thorough brand identity system that provides a unified vision and tools that help everyone build the brand. But before we dig in, let's define the difference (and [relationship](#)) between a brand, an identity and a logo.

Brand vs. Identity vs. Logo



- A **Brand** (or Branding) refers to the perceived image and subsequent emotional response to a company, its products and services. It also represents the conversation that customers are having with each other about the company, and how that spreads. My favorite definition about brand is the one [Seth Godin gave](#): A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer.
- An **Identity** describes the visual devices used to represent the company. [Identity systems](#) are a visual components package that is paired with style guidelines and used as a framework to ensure the corporate image is cohesive and consistent. Some of the visual devices that leverage the brand elements and style guidelines are as follows: [stationery](#), [marketing collateral](#), [packaging](#), [signage](#), messaging, and [digital projects](#), among others.
- A **Logo** is the central, identifiable visual element that helps customers discover, share and remember a company's brand. Usually it's in the form of an icon (mark or symbol), logotype, or combination of the two. The main purpose of a logo is summed up nicely as the five principles of effective logo design in [this Smashing Magazine article](#).



- Simple
- Memorable
- Timeless
- Versatile
- Appropriate

<http://www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo->

Phase 1: Research, Vision & Design Brief



This phase should be as thorough as needed — depending on the depth of research and size of the company. It's the most crucial part of the **overall process**, and should result in a design brief that guides the rest of the project.

Below is a list of foundational questions and key dynamics to explore and document through **qualitative** and **quantitative** methodologies. (Note: This is only a quick overview of the most complex part of this process.)

- How is the **brand perceived** against competitors in the market for products and services you're looking to provide?
- What is the positioning statement of your brand? Answer the what, how, to whom, where, why and when questions.
- What is the heritage of your product type, and the origin(s) of its ingredients and fabrication process?
- Who is your audience? Are they digitally savvy? Where will your products/services have contact with them? How do you want that contact experience to make them feel, take action and think about your brand?
- What values & beliefs should the brand have about the business and its mission in the world? If the brand was a person, what would its personality be? How would it look, act and talk?
- What benefits do you want customers to associate with your brand? What is the **vision of the brand** that you want to create?
- Other brand image concerns: market awareness, emotional associations, value to the consumer, brand perception vs. consumer behavior, changes desired in the brand-consumer relationship over time.

As you can tell, **it's complicated**. Two agencies who I think do a good job with their brand research are **Landor** and **Fi**. It shows in the way that they describe their completed work as challenge-and-solution projects.

The Design Brief

It's important to have a design (or creative) brief if the brand identity project is bigger than one designer doing work for a small local business. A [design brief](#) should contain summaries from the research phase, such as: target audience(s), messaging objectives, values and mission of the brand, and the brand's products/services offering. It should also include budget, project schedule, file formats for delivery, and other practical needs.

If you're looking for tools and help on how to write a design brief for a brand identity project, explore the following: [Freelance Switch Brief Tips](#), [Link List](#) and [Logo Design Brief](#), [99designs](#), [Just Creative](#), and [FreePDF Templates](#).

Phase 2: Logo, Identity, & Guidelines



After the research phase is complete and a design brief has been created, it's time to start designing the logo and identity system.

The Logo

There are many ways to start [designing a logo](#), but most often times you'll see designers begin by sketching out dozens if not hundreds of iterations on paper. The process of getting concepts down on paper and then iterating on those ideas can unlock new directions to explore and final solutions that you wouldn't have normally arrived at when starting on the computer. After selecting your best sketched concepts, you should start iterating on them digitally.

Here's a peek behind the curtain of a few logo concept sketches as they became final digital solutions:

[Firefox Logo](#) by Martijn Rijven of [Bolt Graphic](#), art direction by [Wolff Olins](#)

