

brand identity

how do you define a brand?

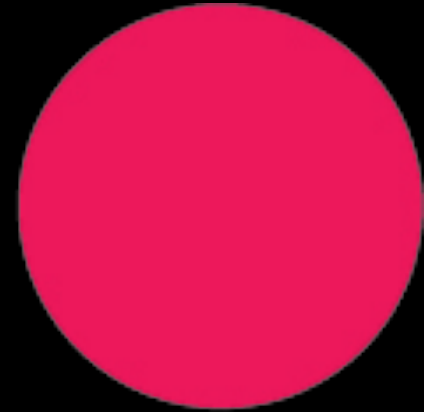
A logo is not your brand, nor is it your identity. Logo design, identity design and branding all have different roles, that together, form a perceived image for a business or product.



BRAND



IDENTITY



LOGO

What is brand? – The perceived *emotional corporate image* as a whole.
What is identity? – The *visual aspects* that form part of the overall brand.
What is a logo? – A logo *identifies* a business in its simplest form via the use of a *mark or icon*.

brand

brand

- “corporate image” - everything a company does, owns and produces should reflect the values and aims of the business as a whole
- the consistency of this core image makes up the company, drives it, shows what it stands for, what it believes in and why they exist



apple

identity

Logo
Stationery
Marketing
Collateral
Products &
Packaging
Apparel Design
Signage
Messages &
Actions



logo

A logo identifies a company or product via the use of a mark, flag, symbol or signature. A logo does not sell the company directly nor rarely does it describe a business.

Simplicity

Boldness

Legibility

The Design Process

- **The concept**: aim to capture a brand with clear an simple visual mark.

The values of the company: identify the basic concepts of the brands with use of color, textures, patterns, types of line, so on.

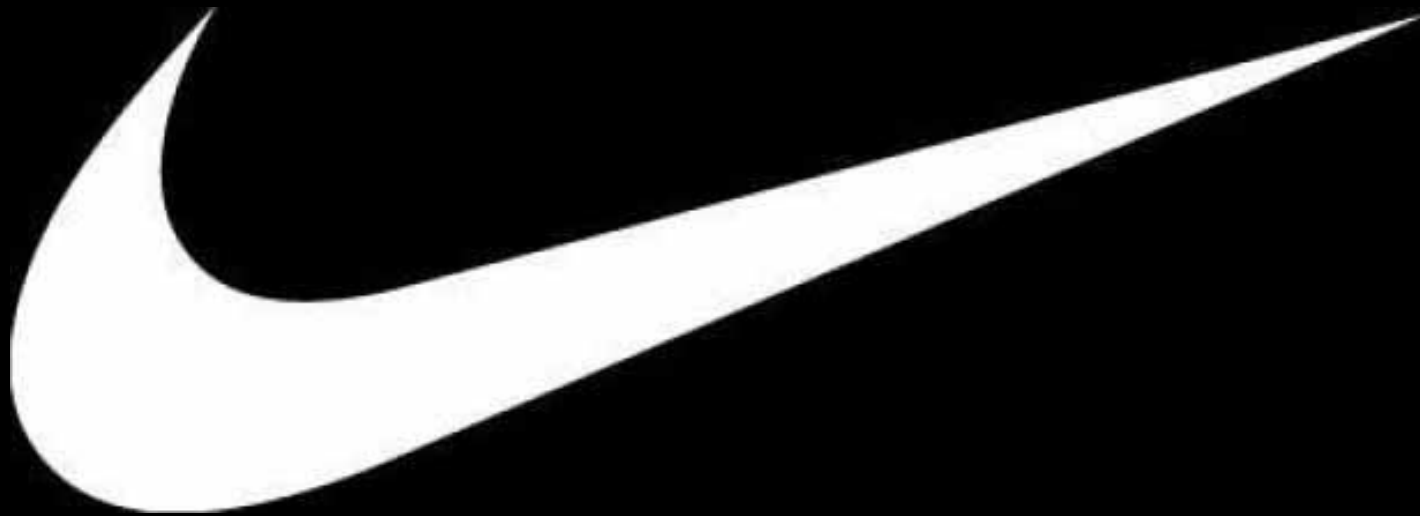
The strategy to get people to buy into the brand, the logo should tell us what the company does, and should fit the demographics of the customers (who will buy this product)

Simplicity
Boldness
Legibility

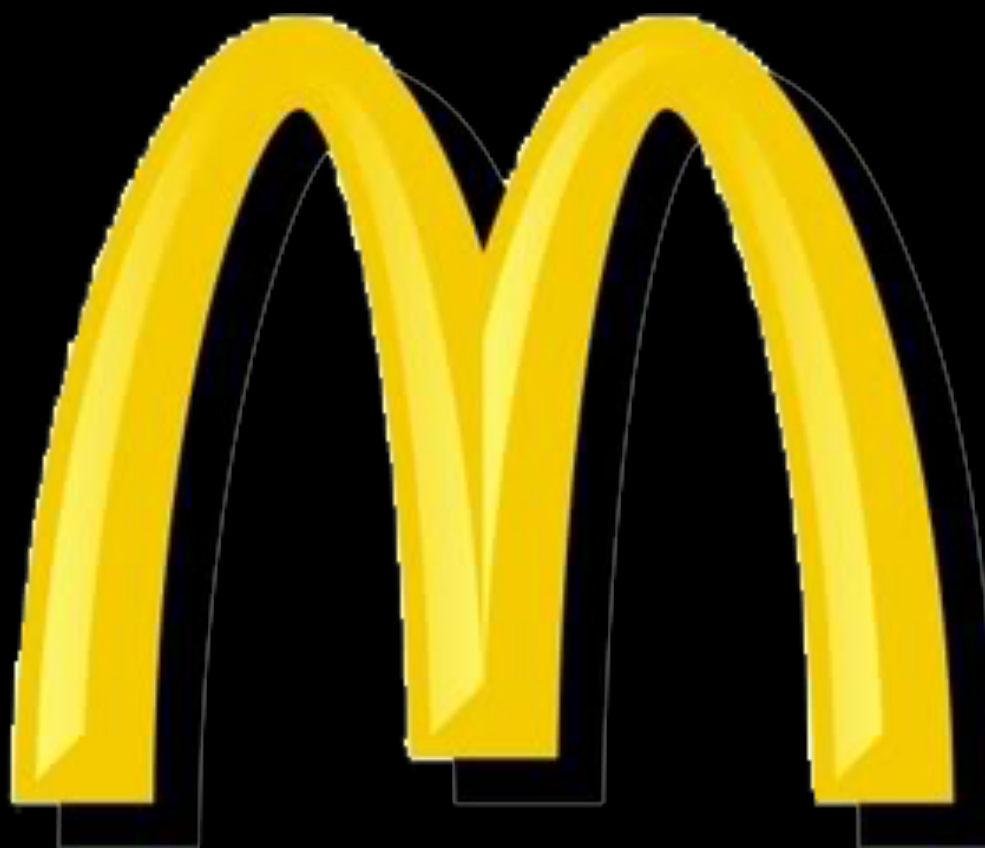


Simplicity
Boldness
Legibility





Simplicity
Boldness
Legibility

















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wordmark



lettermark



pictorial mark



Canon



facebook



(1976)



(1976 - 1998)



(1998)



Current Logo

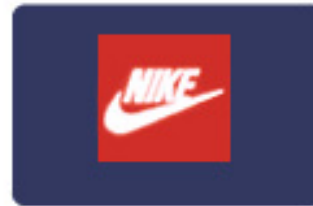
rebrand



(1971)



(1978)



(1985)



Current Logo

rebrand



(1906)



(1938)



(1948)



(1949)



(1958)

XEROX
CORPORATION

(1961)

XEROX

(1968)

THE DOCUMENT COMPANY
XEROX

(1994)

THE DOCUMENT COMPANY
XEROX

(2002)

XEROX

(2004)

xerox

Current Logo



rebrand



rebrand



before



after

rebrand disaster



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graph LR; A((5 Principles of Effective Logo Design)) --- B[Simple]; A --- C[Memorable]; A --- D[Timeless]; A --- E[Versatile]; A --- F[Appropriate];
```

5 Principles of Effective Logo Design

Simple

Memorable

Timeless

Versatile

Appropriate



simple

easy recognition, feature something unexpected or unique without being overdrawn



memorable

achieved by being simple yet appropriate

The Coca-Cola logo is displayed in its classic red script font, centered within a white rectangular area. The entire white area is set against a black background.

Coca-Cola

timeless

will it still be effective in 10, 20, 50 years?





versatile

work across a variety of mediums and applications. must work in just one color



appropriate

design the logo for its intended purpose

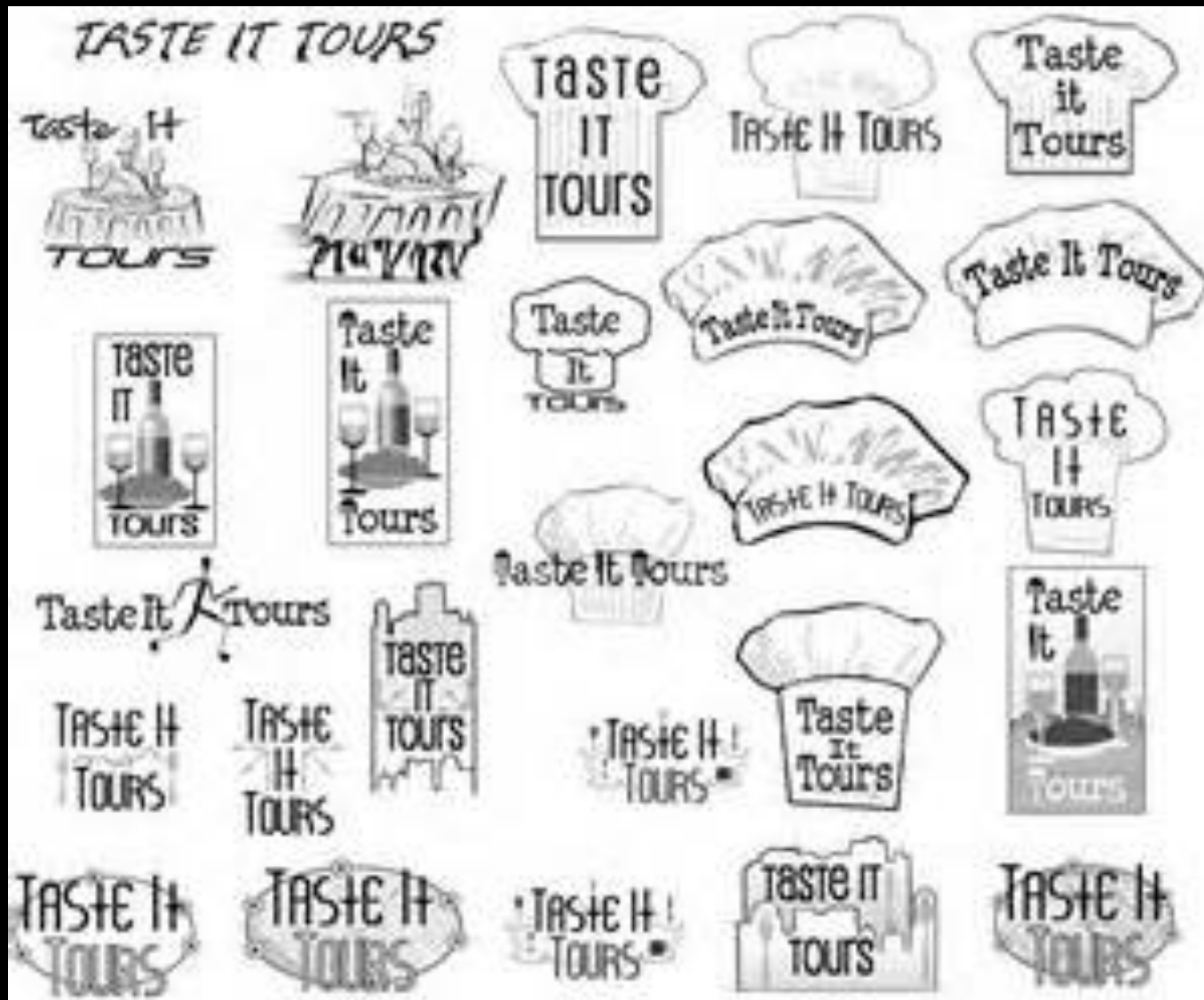
**A slogan is the “tagline”
to your company
Tell the customer what
you have for sale, or
why they should pay
attention to YOU!**

Slogans

- "You're in good hands with Allstate."=comfort in time of need
- "Think different."==inventive and a leader
- "The ultimate driving machine."==sounds fun to drive
- "The quick picker upper."==simple and easy
- "I'm lovin' it"==singing along
- "Have it your way."==lots of options!
- "M'm! M'm! Good!"==describing how it tastes
- "I think, therefore IBM."==I think, therefore I am

- Design Development: most designers will draw out up to a 100 different types of designs.

sketching



- You need to present to your “boss” 5 Very well done sketches of logos you would like to design for them. They will pick the best 2 out of those designs for you to actually make in illustrator.



The Execution:

Design 2 final logo options for your 'boss'
These designs will be voted on by the
company



