

# LOGO + BRANDING

# PREPARING FOR CLIENT BRIEFING

- Do any necessary preliminary research
- Collect a list of questions you want to ask
- Be prepared to talk about budget, scope, and final deliverables
- Be prepared to set a schedule and stick to it

# QUESTIONS, QUESTIONS, QUESTIONS

- Name of company & any commonly accepted name variations?
- Location? Number of years in business? Number of employees?
- Key product or mission?
- Who would you consider your direct competitors?
- How do people learn about your product, organization or service?
- How many people will be ultimately be responsible for the use of the brand identity?
- Who will be the key decision maker for the project?

# QUESTIONS, QUESTIONS, QUESTIONS

- What are the challenges faced by your organization?
- What does your audience care about?
- What do you hope to accomplish with your new brand identity?
- What values do you feel your organization should represent?
- What personality attributes do you want your audience to associate with your organization?



How will you bring the details of the  
client discussion to life?

# WHAT DOES A BRAND DO?

## **NAVIGATION**

helps consumers choose between product options

## **REASSURANCE**

communicate intrinsic quality of product or service

## **ENGAGEMENT**

encourage consumers to identify personally with the brand

# WHAT DOES A BRAND DO?

- **branding:** A disciplined process of building awareness and extending customer loyalty to a company, product, or service.
- **brand identity:** tangible way in which a brand manifests itself. You can touch it, see it, hold it, hear it, watch it move. It fuels recognition, amplifies differentiation through uniting disparate elements and unifying them into a system.
- **brandmark/logo:** the graphic signature at the heart of the brand

# TYPES OF BRANDMARKS

# WORDMARK

- A freestanding acronym, company name or product name that has been designed to convey a brand attribute or positioning





Late July:  
Louise Fili Ltd.

LATE JULY

DELL™

Dell:  
Siegel + Gale

Braun:  
Wolfgang Schmittel redesign

BRAUN

IBM

IBM: Paul Rand

Oslo Airport:  
Møllerup Design Lab

OSLO

DESIGN  
PHILAD  
ELPHIA

DesignPhiladelphia:  
Polite Design

truth:  
Crispin Porter + Bogusky

truth®

Kubota

Kubota:  
Pentagram



# TYPOGRAPHIC TREATMENTS



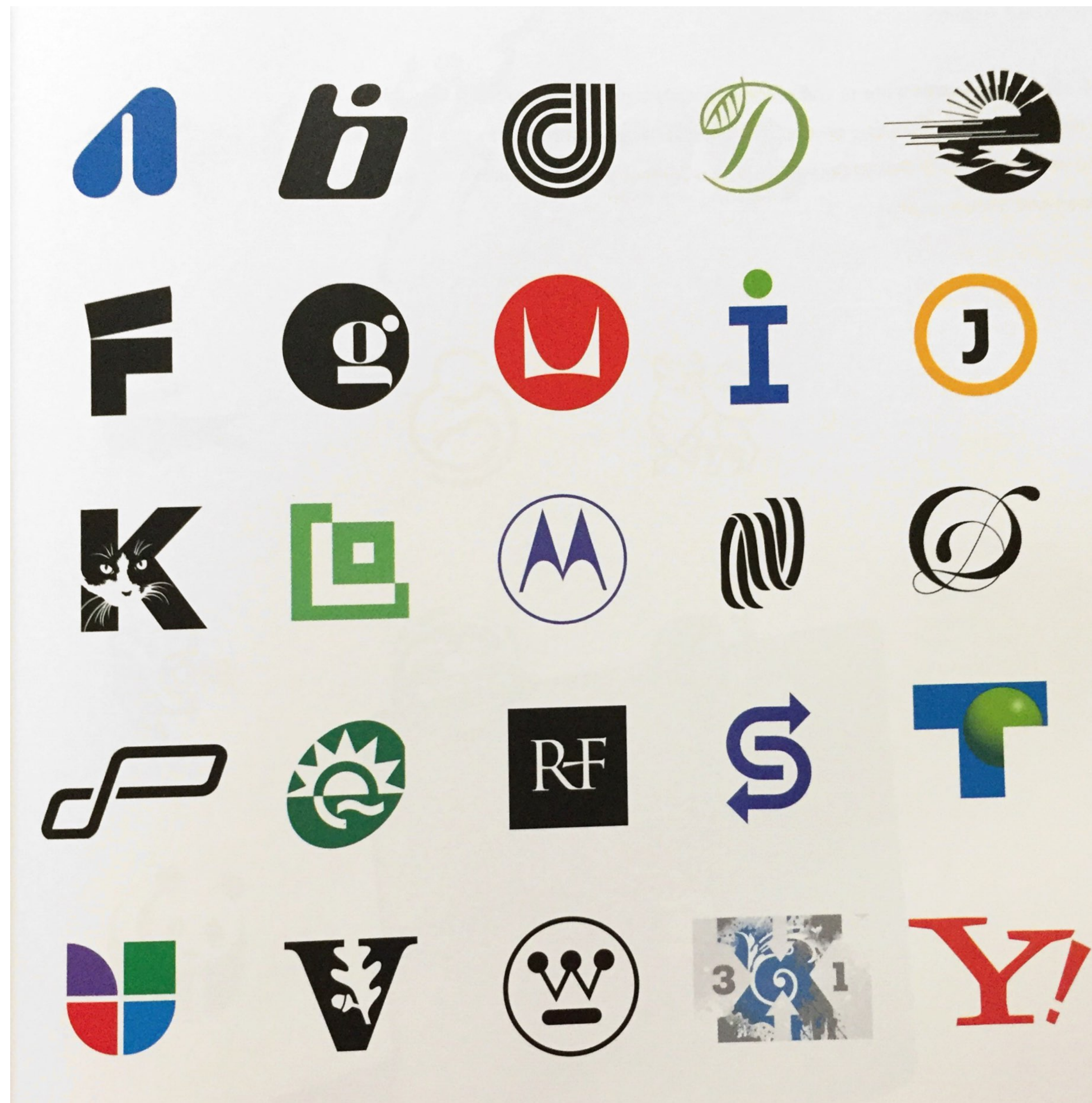


# LETTERFORMS

- A unique design using one or more letterforms that act as a mnemonic device for a company name.









# EMBLEMS

- A mark in which the company name is inextricably connected to a pictorial element.

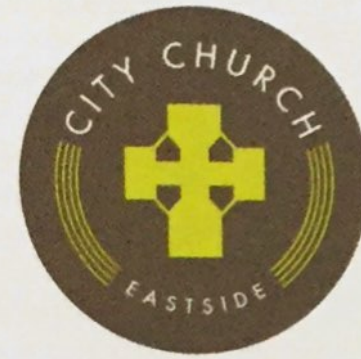




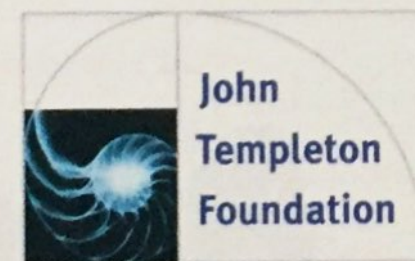
Bruegger's Bagels:  
Milton Glaser  
Tazo:  
Sandstrom Design



City Church Eastside:  
Matchstic  
Zao Noodle Bar:  
Cronan  
Bayn: Lippincott



John Templeton Foundation:  
Rev Group  
TiVo:  
Cronan  
333 Belrose Bar & Grill:  
Anne Pagliarulo



Studio 360:  
Opto Design  
Brooklyn Brewery:  
Milton Glaser  
92:  
Louise Fili Ltd.





# PICTORIAL MARKS

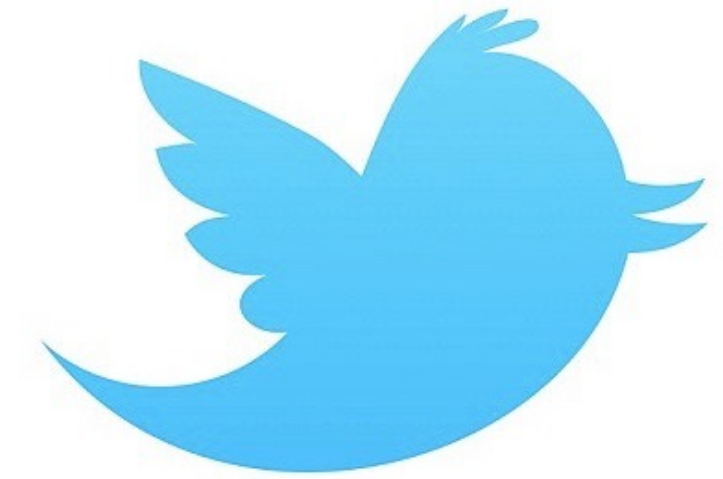
- An immediately recognizable literal image that has been simplified and stylized.





# ABSTRACT/SYMBOLIC MARKS

- A symbol that conveys a big idea and often embodies strategic ambiguity.

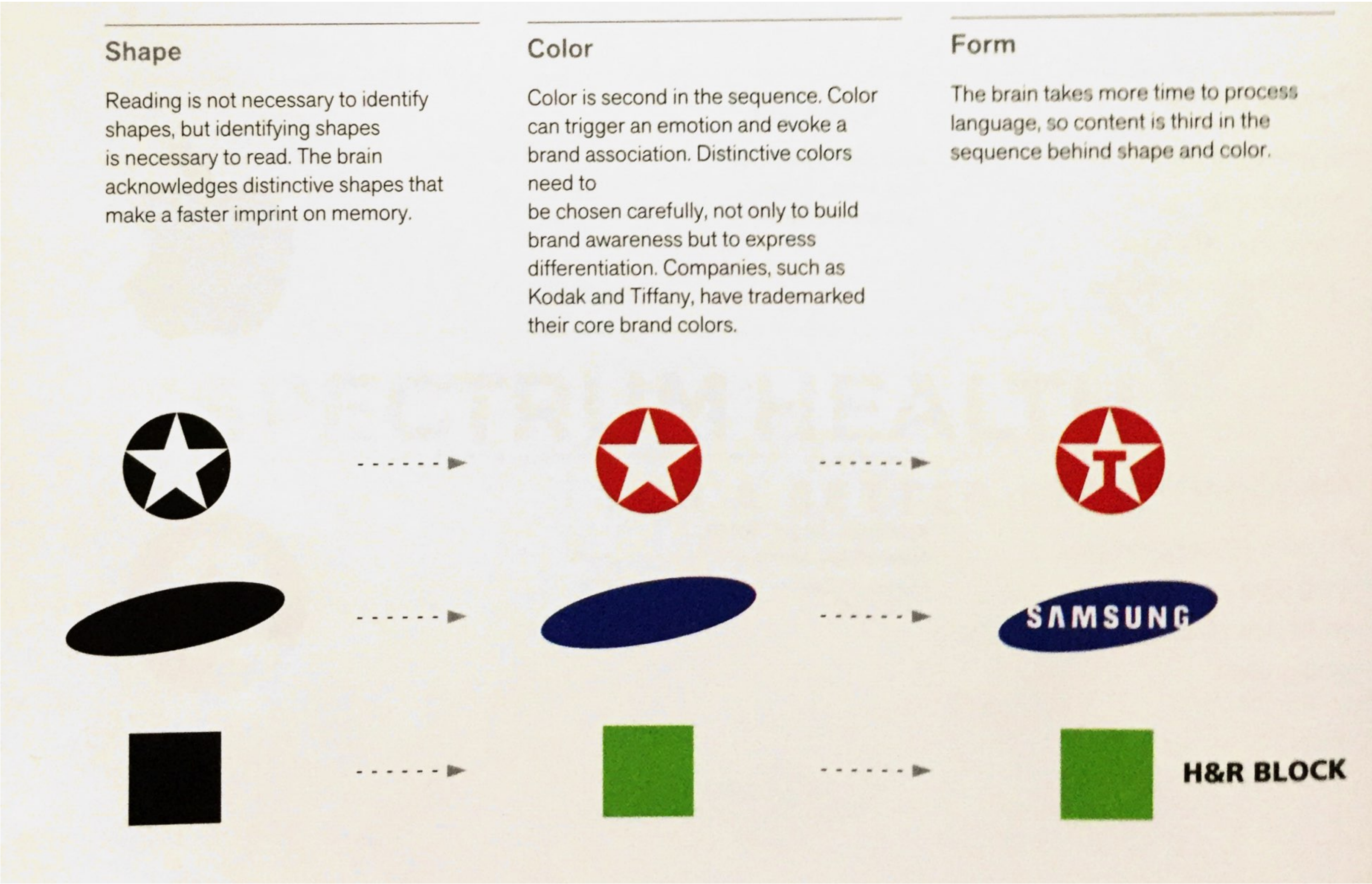








# SEQUENCE OF COGNITION





# SIGNATURE





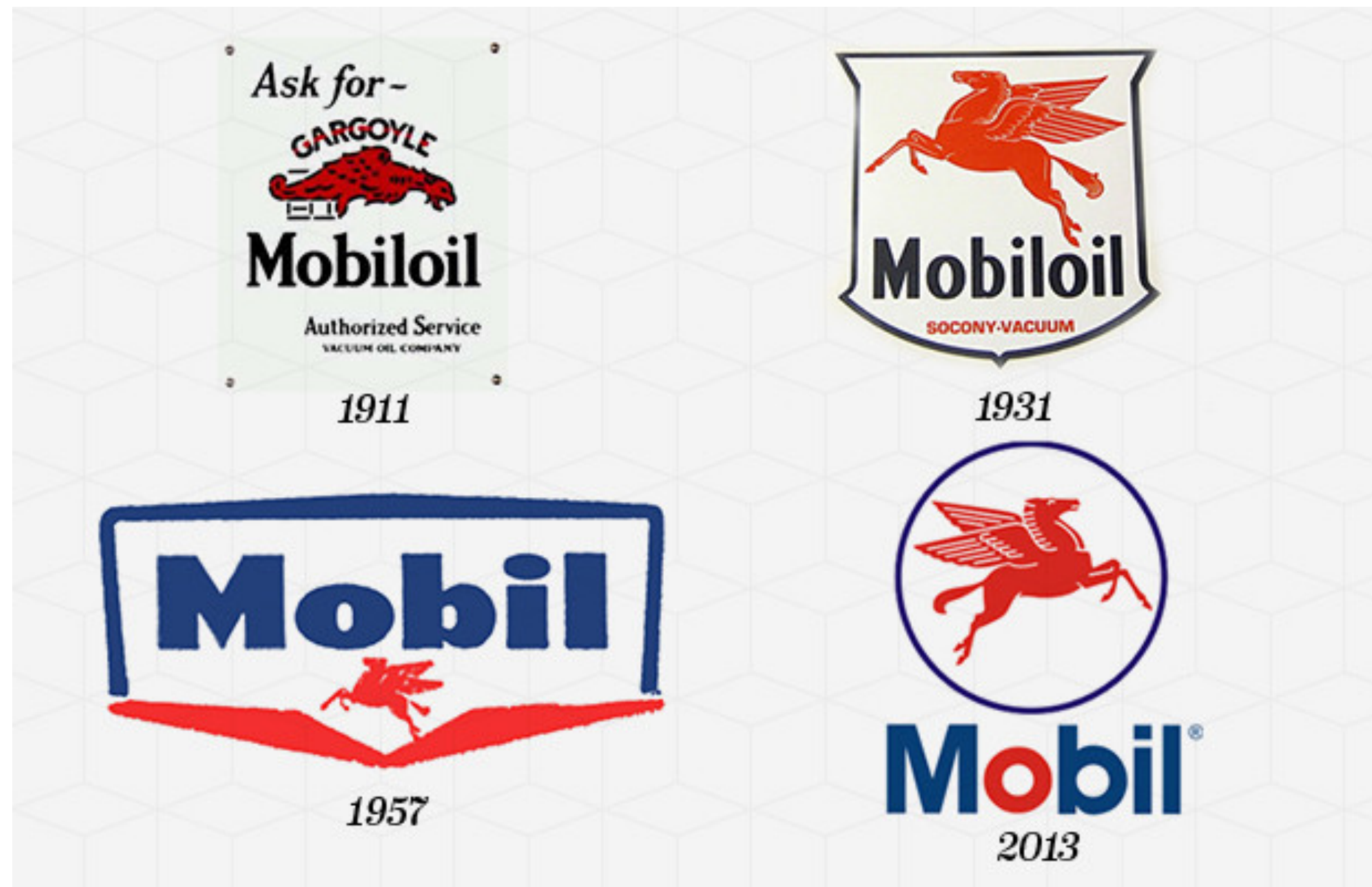
# REDESIGNS

- Most brand identity projects entail redesign. As organizations grow their positioning is refined and logos are updated.



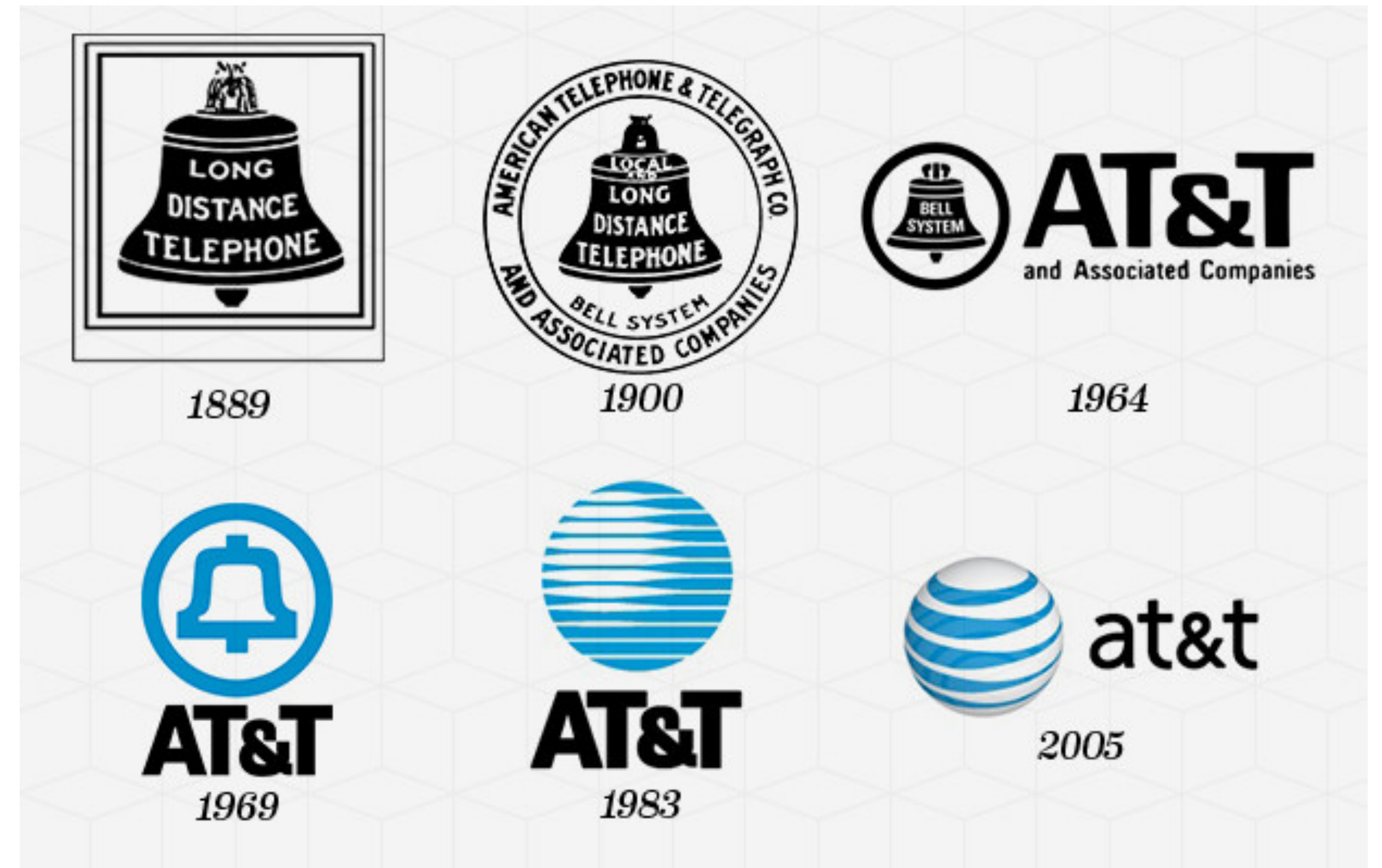
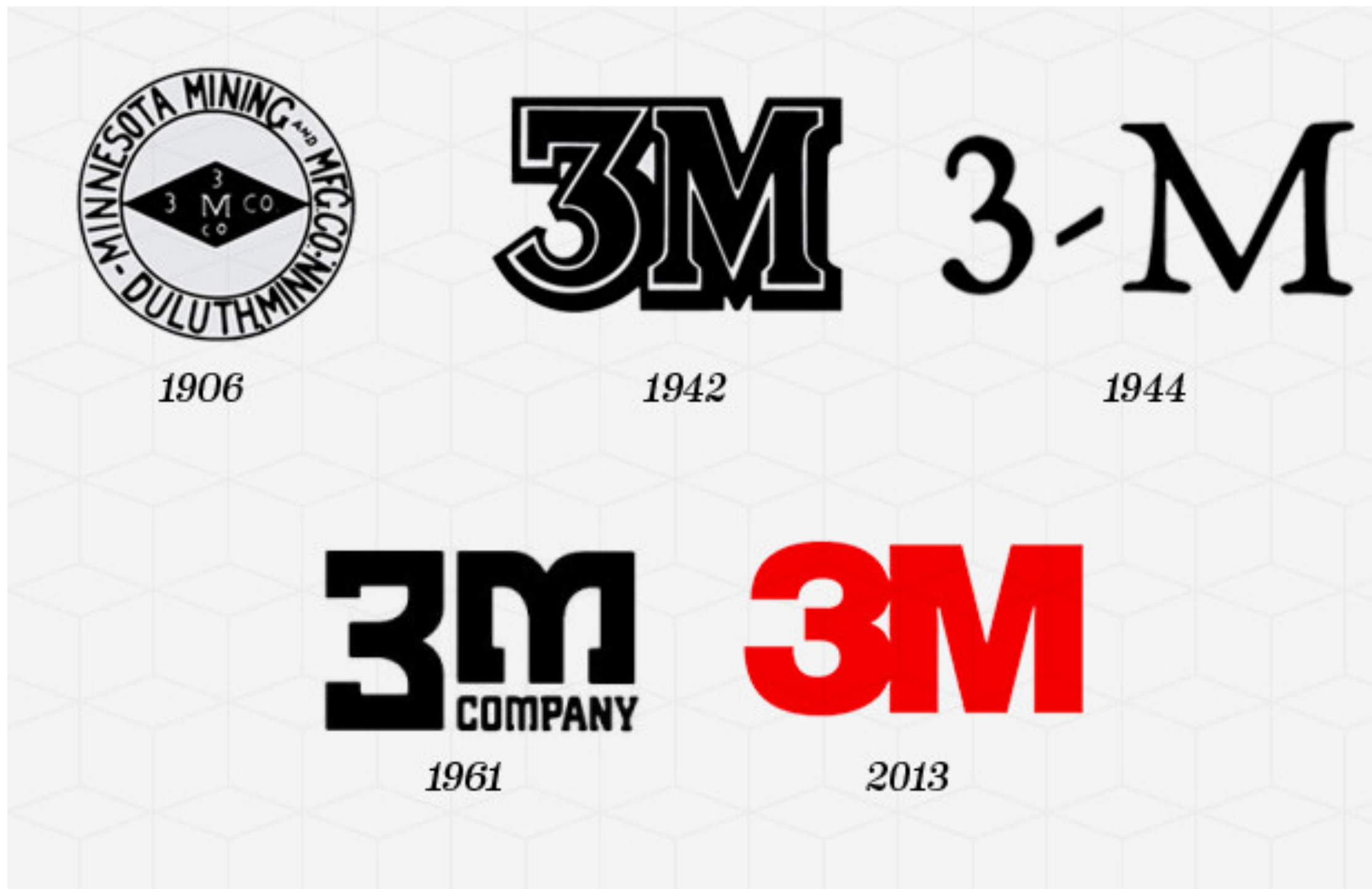


# REDESIGNS





# REDESIGNS





# REDESIGNS





# REDESIGNS



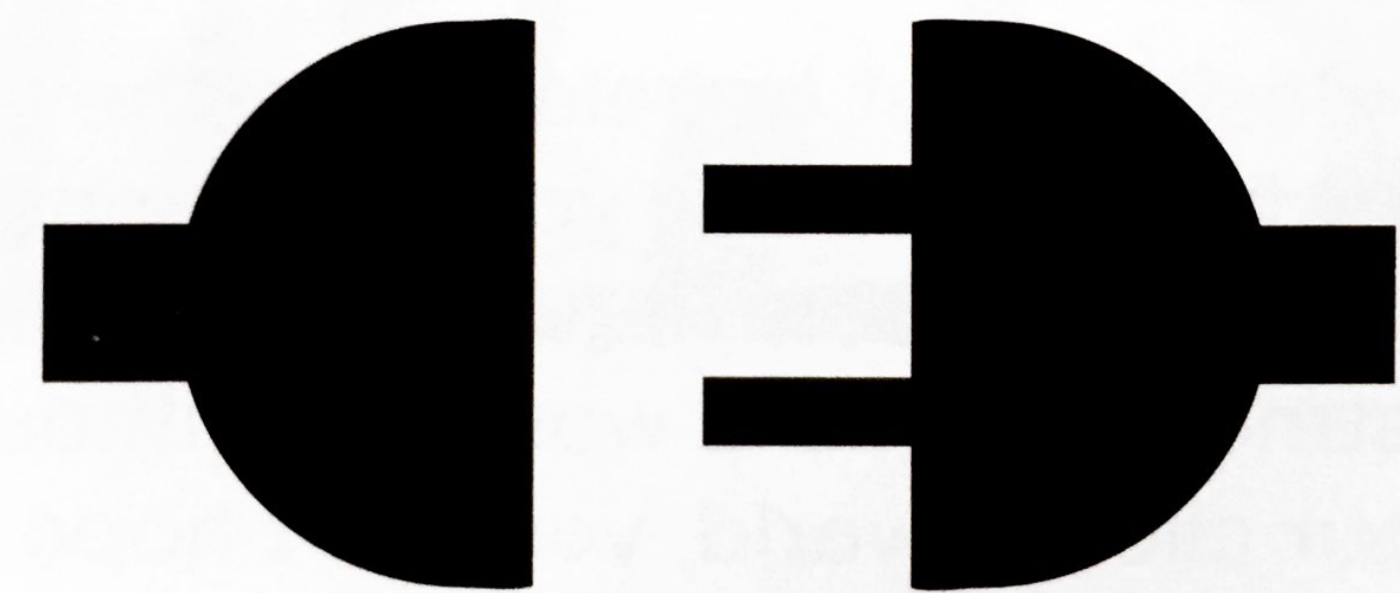
# ELEMENTS OF ICONIC DESIGN

## **KEEP IT SIMPLE**

The simplest solution is often the most effective.

Why? Because a simple logo helps to meet most of the other requirements of iconic design.





**ED'S ELECTRIC**

## **MAKE IT RELEVANT**

Any logo you design must be appropriate for the business it identifies.



## **INCORPORATE TRADITION**

Trends come and go like the wind. With brand identity, the last thing you want a design that will most certainly look dated almost overnight.



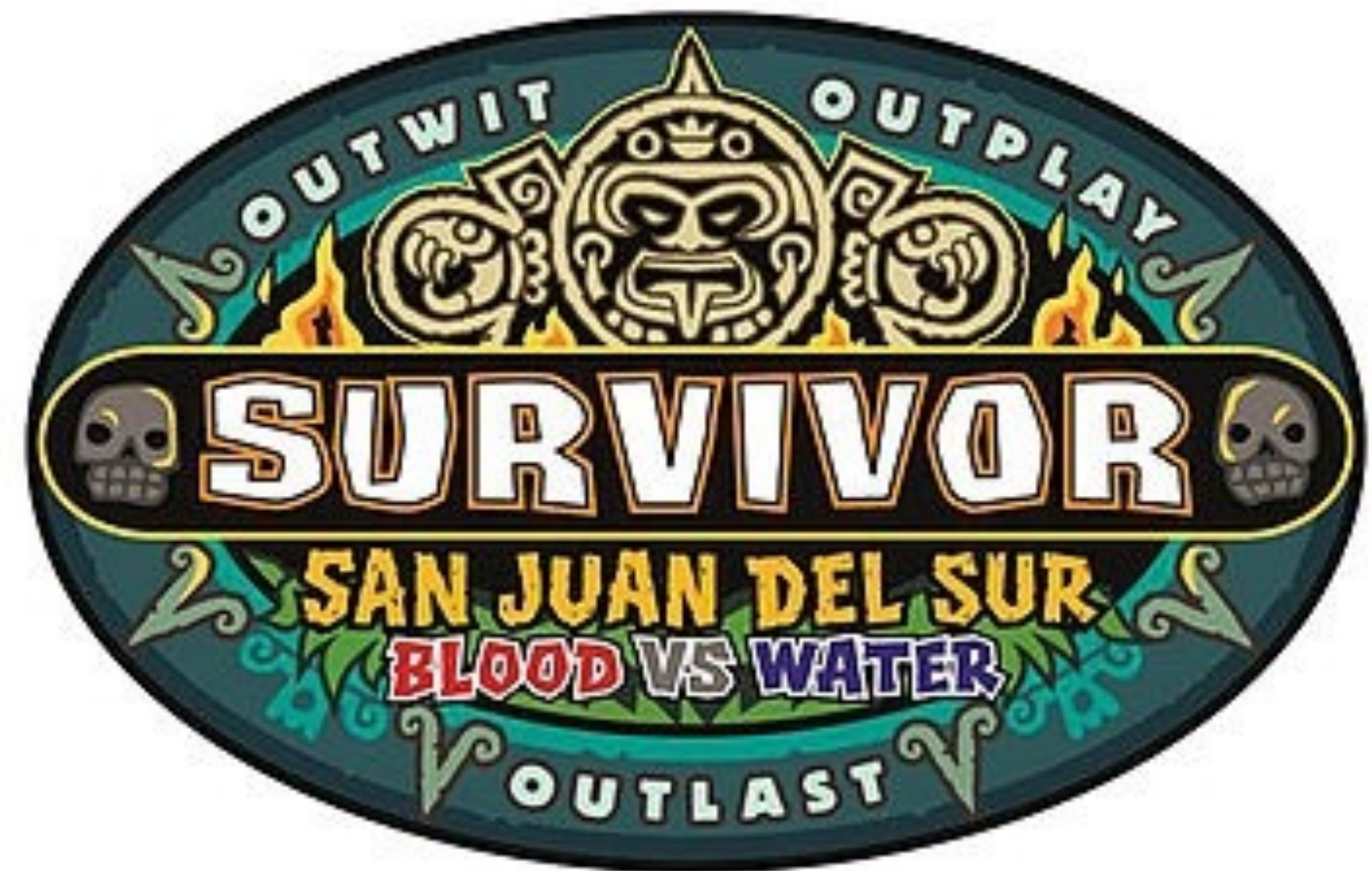
## **AIM FOR DISTINCTION**

Begin by focusing on a design that is recognizable. So recognizable, in fact, that just its shape or outline gives it away.





VS



## **COMMIT TO MEMORY**

Often, one glance is all the time you get to make an impression. Make the viewer remember your logo the instant they see it the next time.





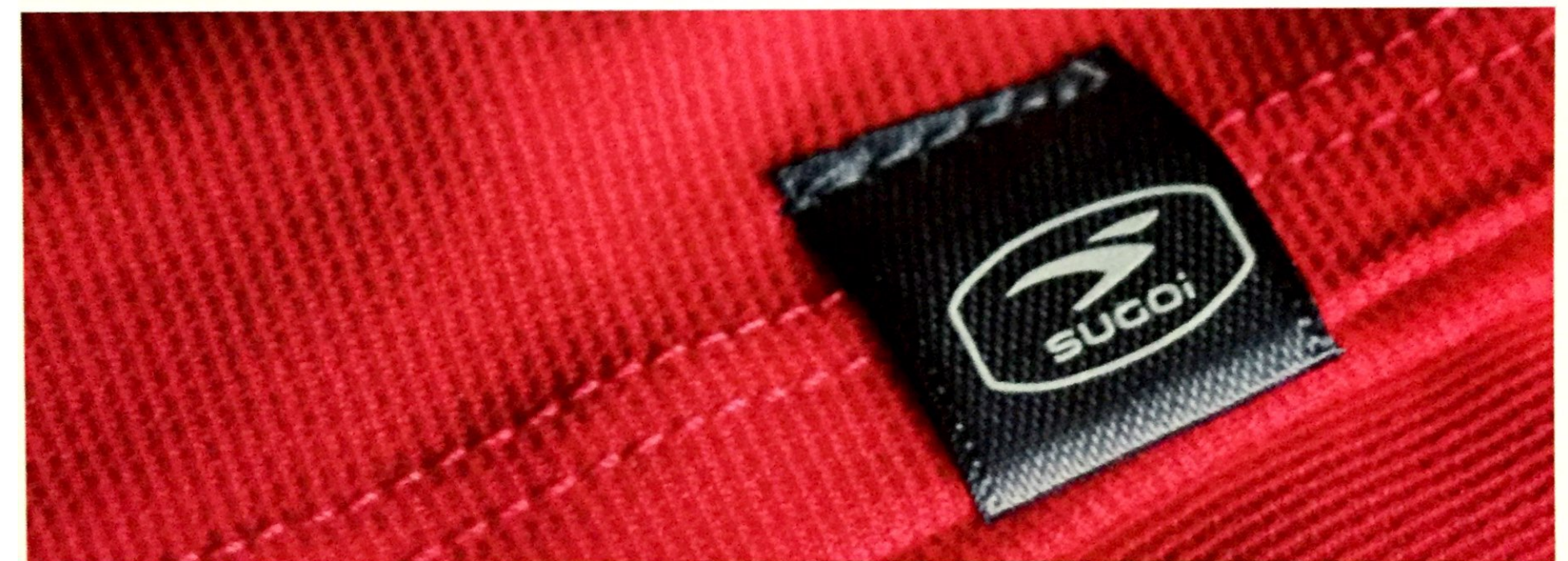
NEW BEDFORD  
WHALING  
MUSEUM

**talkmore™**

## **THINK SMALL**

Your design should ideally work at a minimum one inch in size without loss of detail so that it can be put to use in a variety of applications.







## **FOCUS ON ONE THING**

Incorporate just one feature to help your design stand out. That's it. Just one. Not two, three, or four.

**BRAUN**



**BUT REMEMBER...**

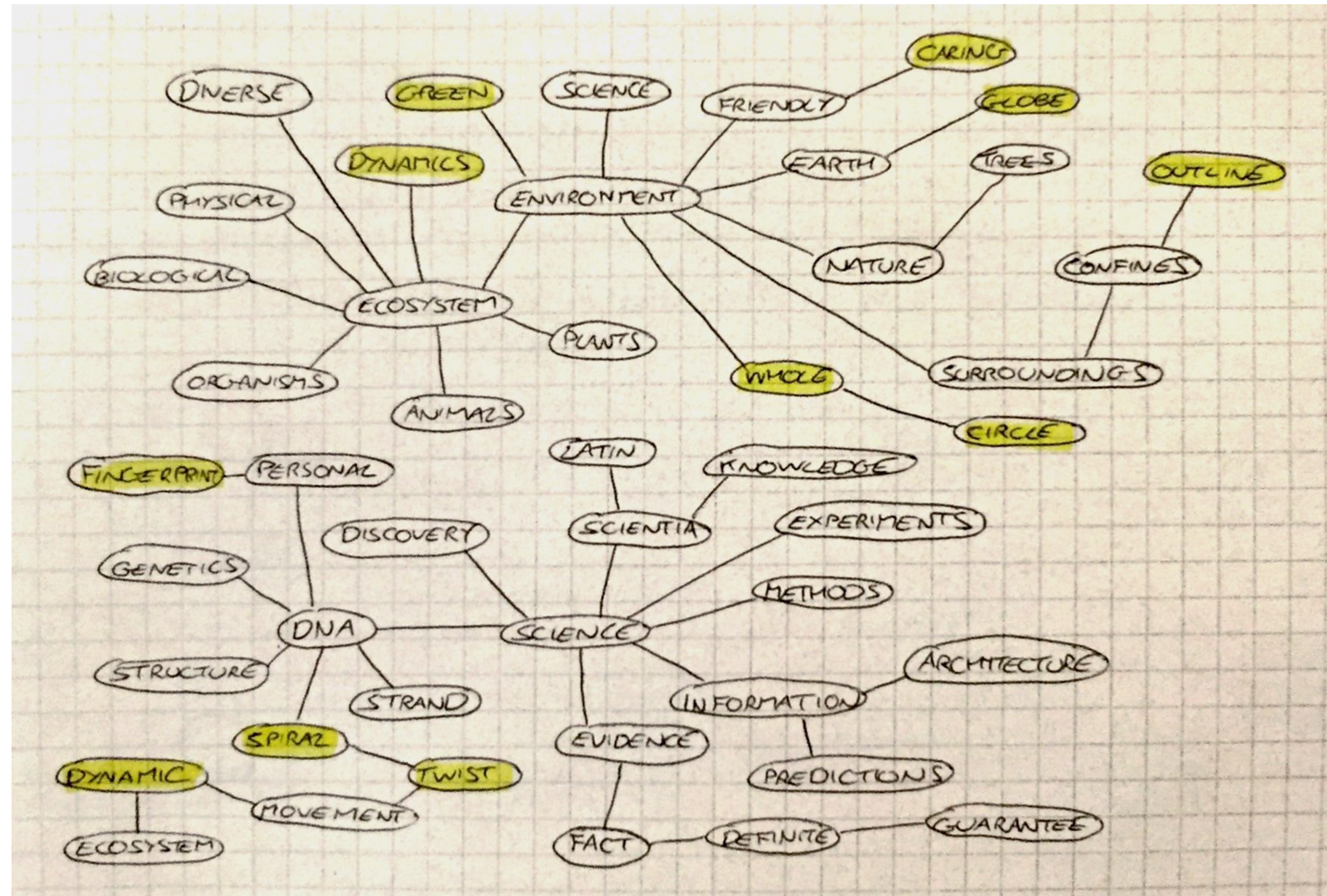
Rules are made to be broken.



# GETTING STARTED



# DON'T NEGLECT YOUR SKETCHBOOK





# BUILDING A MOODBOARD

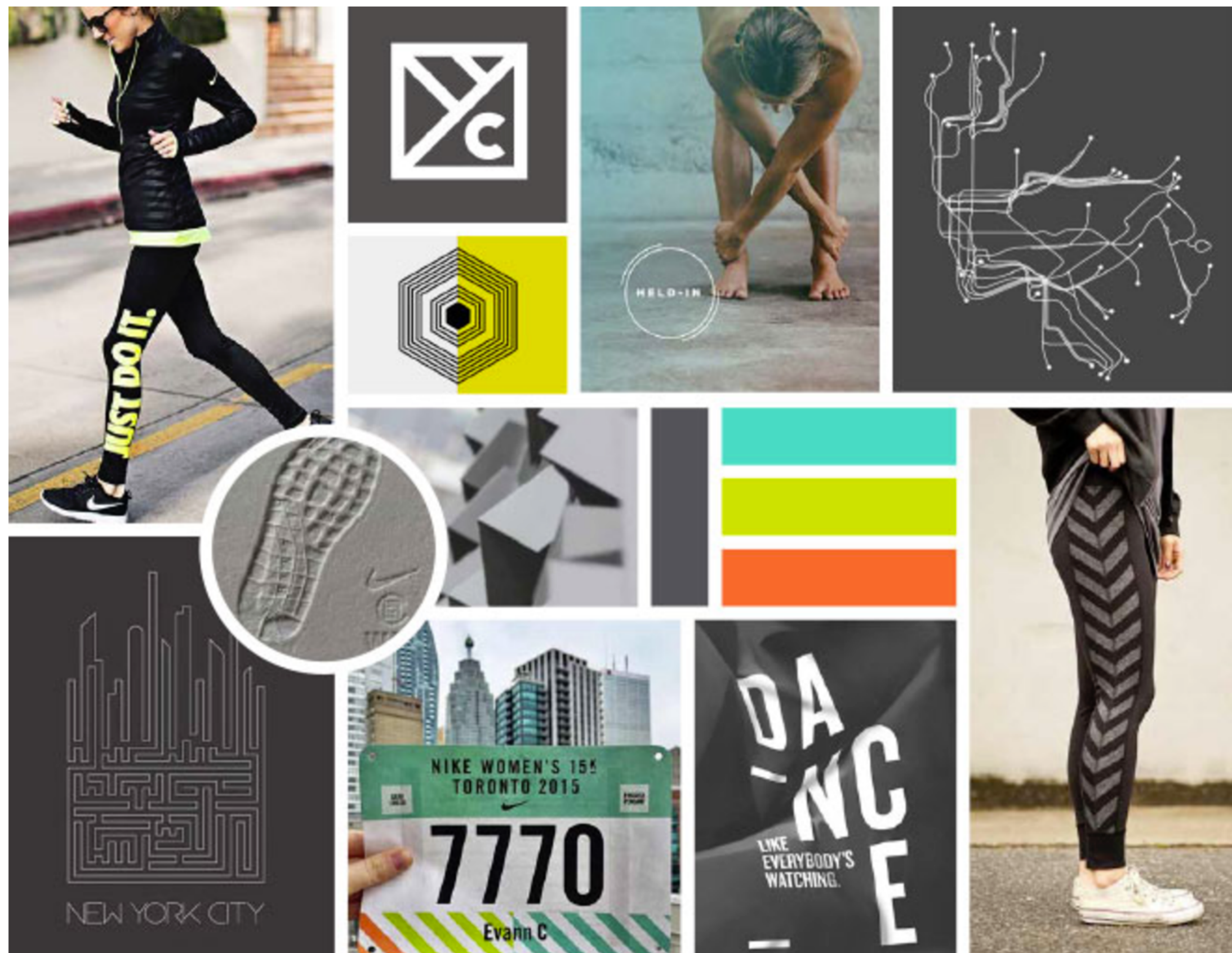
- **Moodboard:** an arrangement of images, materials, pieces of text, etc., intended to evoke or project a particular style or concept
- **How to create**
  - Step 1: Collect
  - Step 2: Compile
  - Step 3: Eliminate
  - Step 4: Organize



# MOODBOARD EXAMPLES

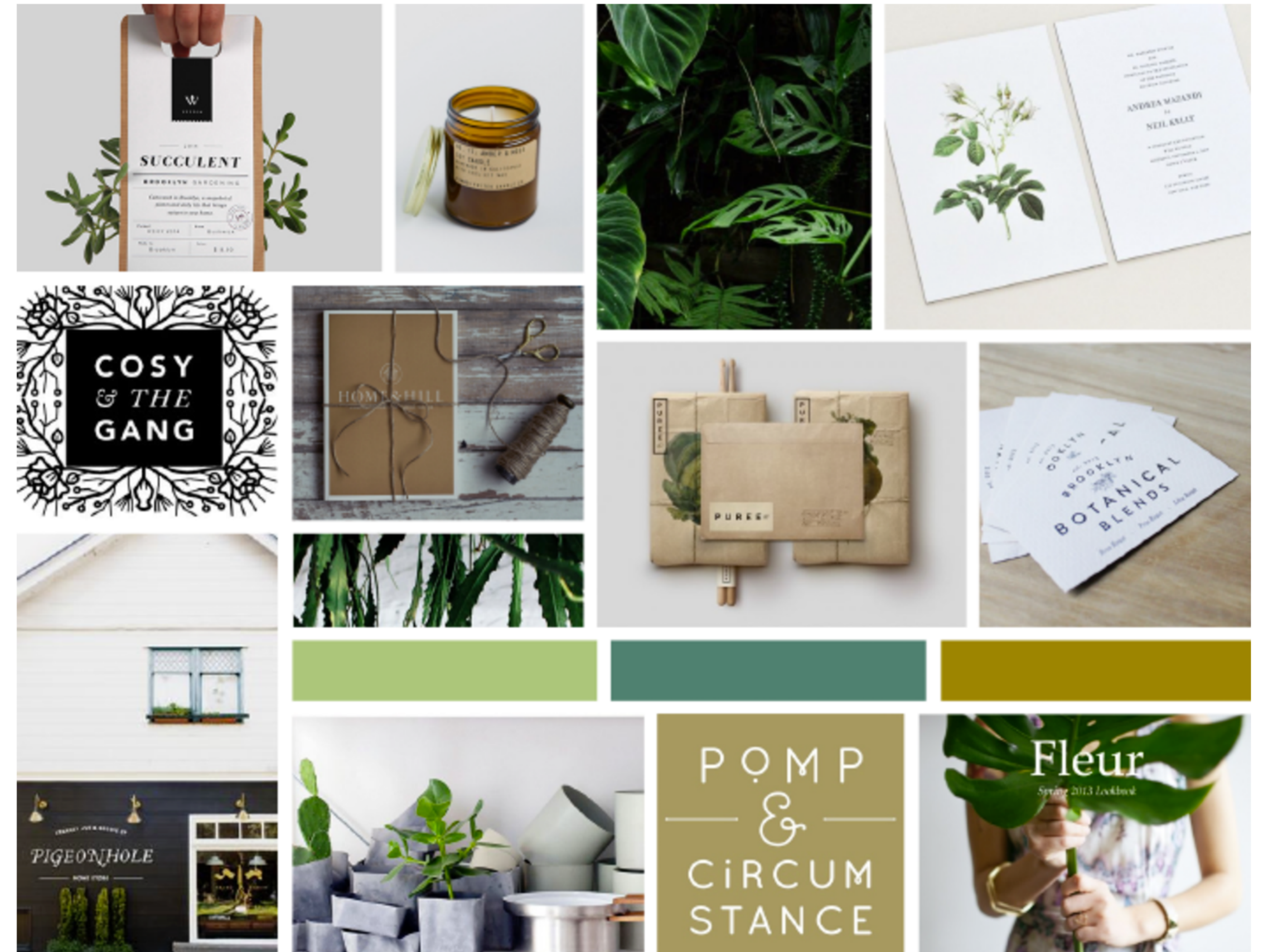
## MOODBOARD: FITNESS CONNECTION

February 8, 2016



## MOODBOARD: MODERN BOTANICAL

February 27, 2015



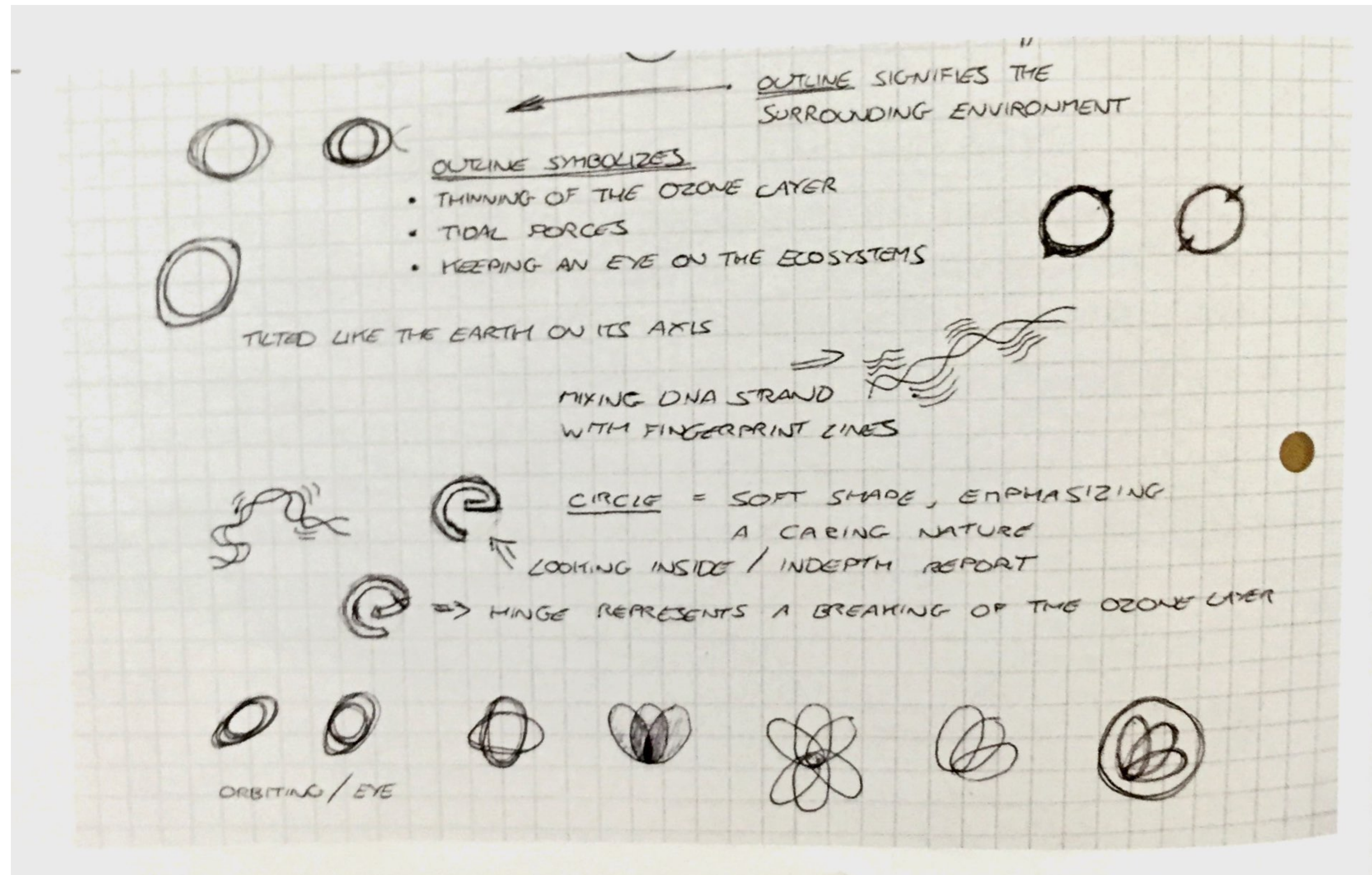


# MOODBOARD EXAMPLES





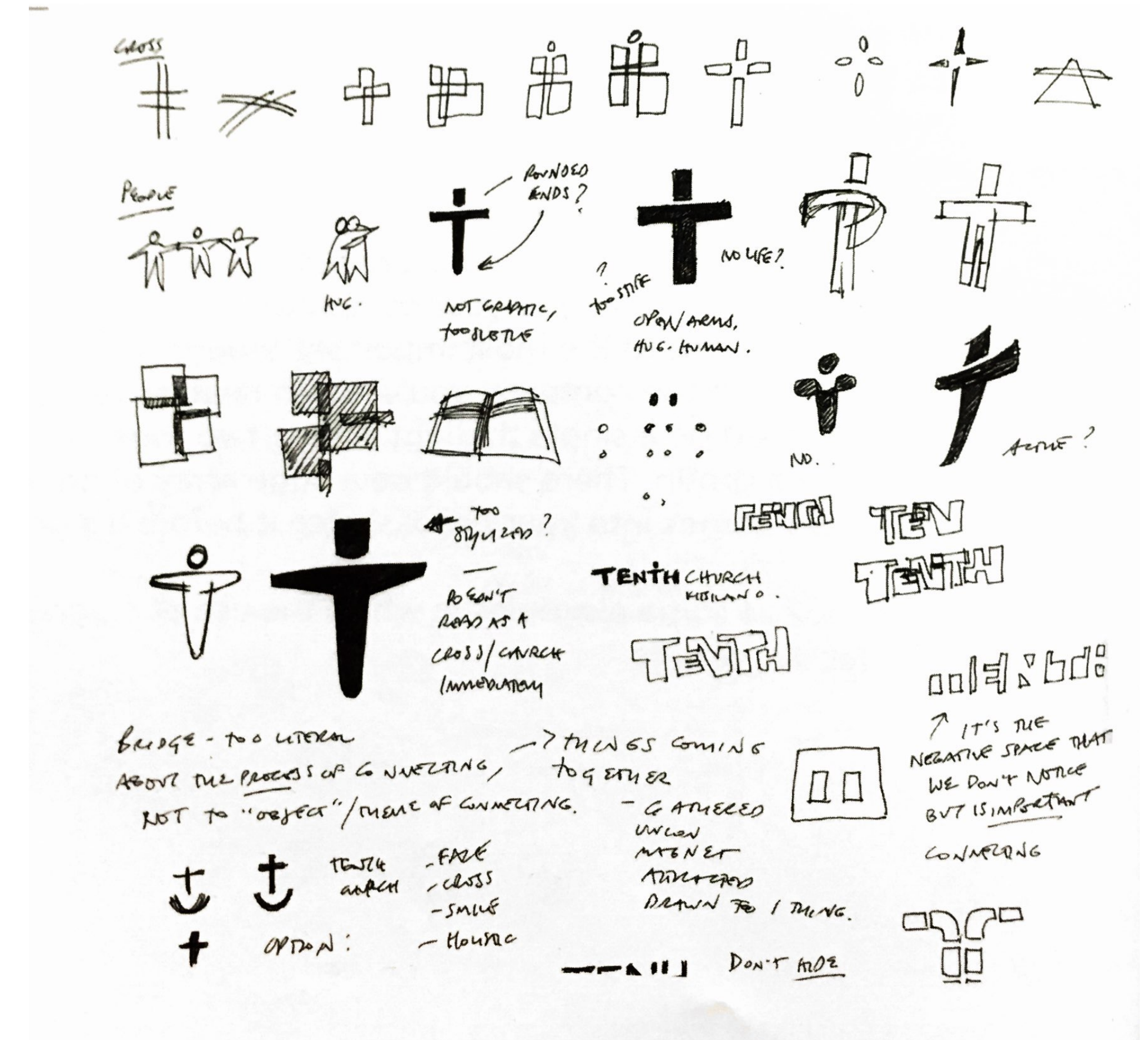
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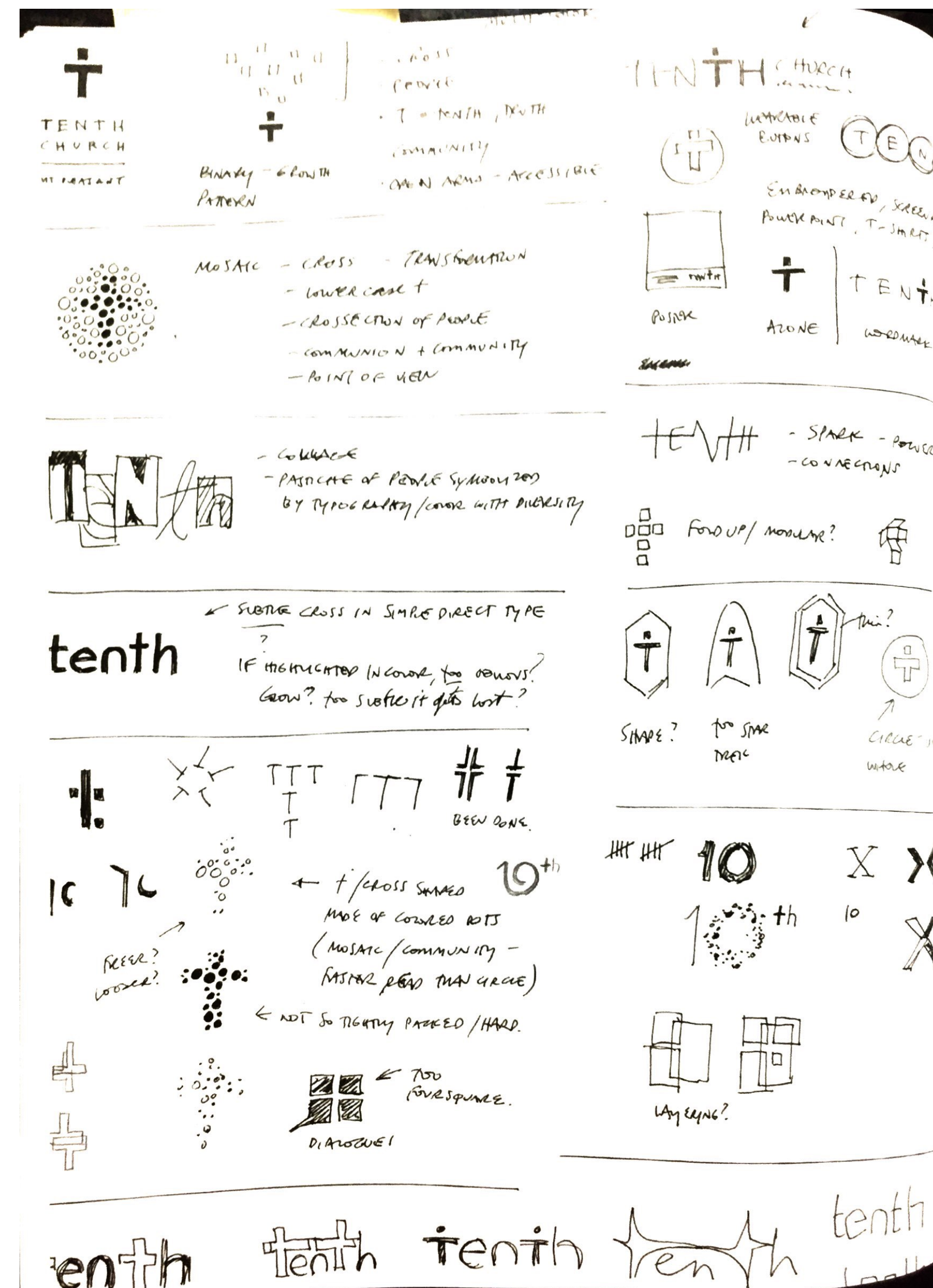
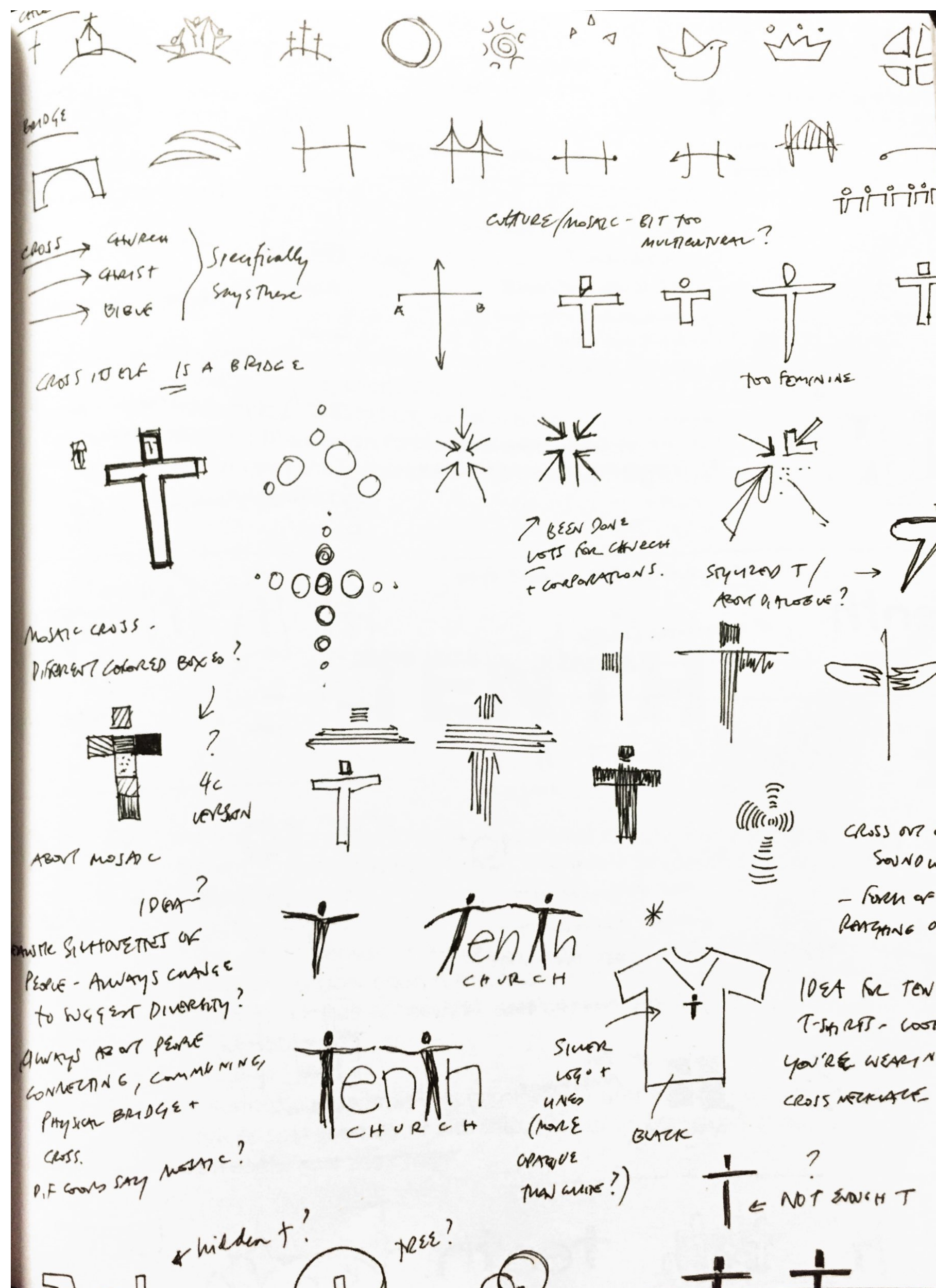


# CASE STUDY

- Designer: Nancy Wu
- Client: Tenth Avenue Alliance Church in Vancouver, British Columbia
- Popularly known as “Tenth Church”









**TENITH**

# AARON DRAPLIN

- Draplin Design Co, Portland OR
- self-taught graphic designer who discovered his talent during a snowboarding stint at the age of 19
- advocate of "blue collar" design: design that works
- <https://vimeo.com/113751583>
- <http://trademarksandsymbols.com/>





## TIPS FOR NEXT STEPS

- Work in black & white
- Match the type to the mark
- Remember legibility
- Reverse it
- Turn it upside down
- Is it answering the creative brief?
- check out [logos.wikia.com](http://logos.wikia.com)