



Branding & Visual Identity

Brands are the foundation of any communications platform. They determine how the business sounds, what it looks like and how it interacts with its audience. Successful visual communicators are required to develop and produce communications solutions in broad spectrum of media. The Branding & Visual Identity Design class is designed to provide students with the skills and knowledge necessary to cohesively present an identity in various marketing, media, and production environments.

OVER FOUR WEEKS, WE WILL COVER

Defining Brands

A brand is an expression of a business across a spectrum of applications, each of which builds a complete picture of the brand expression with their target audience.

- What is a brand?
- Brands aren't (just) logos

Project: Observing brands in the world, collage, discussion with mentor

Business Basics

It's important for designers to think strategically and make design decisions that are founded in research and observation, relevant to business goals and needs.

- Exec. Summary
- USP
- Target Market
- Marketing Plan

Project: Assemble a business summary

The Creative Brief

The creative brief provides a concise description of the business and audience with enough detail to let your team know what's expected of them, what the project deliverables are, and when the project is due.

- Review Creative Brief(s)
- Types of sketching

Project: Write a creative brief

Developing First Concepts

Sketching is an essential step in developing great concepts. The connection to the page activates your right and left brain hemispheres and addresses the problem in ways that going straight to digital can't.

- Review logos in industry
- Competitive analysis chart
- What is a concept?
- Concept vs. Design

Project: Reread the brief, keep the competitive analysis near by and begin sketching logo ideas. Fill several pages with different ideas.

Refinement

After you've chosen several directions to move forward with (two-three should be fine), continue sketching and refining them until one of the marks stands out as the clear front-runner.

- The elements of a good logo, type and color
- Where logos live, considerations about execution and format

Project: Continue to work with pen/pencil for this round, get the logo-mark as tight as possible, refining for shape, rhythm and meaning.

Color/Application & Refinement

Color can communicate without saying a word. Every culture, industry or product category has values associated with color and its meanings.

- Moving from paper to pixels: formats, application and implications
- Looking at color: develop a color palette for logo, primary and secondary. What does each palette represent and why?
- Choosing type: for the logo, primary and secondary faces

Project: Refine a single mark. Import or translate the logo into a vector-based application

Creating the Manual

You now have a logo and idea about the fundamental elements that will help you build the brand further and a business summary to guide the way you present to brand to others.

- About brand standards
- How standards are expressed
- Brand DNA
- Clearspace
- Voice
- Dos and Don'ts

Project: Creating the standards manual, including examples from topics A-F plus a brand DNA chart.

WHAT YOU'LL LEARN

- ✓ Design and establish visual identities and brand standards across a variety of mediums.
- ✓ Acquire a fundamental understanding of the aspects of designing a brand system that is scalable and replicable, regardless application.

WHAT YOU'LL PRACTICE

- ✓ Design a logo and apply the logo across a variety of platforms and applications.
- ✓ Create a business overview, looking at its market competition and customers.
- ✓ Develop a brand standards guide that ties into all of the previous work you've done. In it, you'll define typographic, color, design and voice standards