Chapter 7
Visual Identity and Branding
Objectives (1 of 2)

• Define visual identity.
• List the most common applications comprising a visual identity.
• Comprehend the meaning of a visual identity program that coordinates every aspect of graphic design material.
• Recognize when and why visual identities began to become an industry standard.
• Identify the objectives of a visual identity program.
• Realize that unity with variety creates visual interest across applications.
Objectives (2 of 2)

• Know the purpose of a graphics standards manual.
• Be able to design a visual identity.
• Understand the role of the logo as the foundation of a visual identity.
• Define brand, branding, and integrated brand experience.
• Appreciate the purpose of branding.
Defining Visual Identity

- The visual and verbal articulation of a brand or group including all pertinent design applications, such as, letterhead, business card, and packaging, among many other possible applications.
- Also called a corporate identity or brand identity.

Stationery Design firm: DMA
Visual Identity Components

• A visual identity consists of the following integrated components:
  – A brand name
  – Logo
  – Letterhead
  – Business card
  – Packaging
  – Web site
  – Any other application pertinent to a particular brand
Background

• The post-war period in the 1950s brought about a clear need for visual identities, especially for corporations.
Unity with Variety in a Visual Identity

- Continuity must be established among the various designs in a visual identity.
- There must be a “family resemblance” among the designs.

- Most designers prepare a graphics standard manual that guides the client in the use of the identity detailing the use of the logo, colors, and other graphics and imagery.

Graphic standards manual
Design firm: Danne & Blackburn Inc.
Audience

- When designing a visual identity, you must know your audience.

  - Levi’s SilverTab Jeans is aimed at a young audience.

Graphic identity and graphics program
Design firm: Michael Mabry
Color Palette

• An appropriate and distinguishing color palette is crucial to making a visual identity memorable.

Corporate identity
Design firm: Shira Shecter Studio
Visitor Experience

- An effective visual identity can enhance the user’s experience.

Identity
Design firm: Pentagram
Logo as Key of Visual Identity

• In any visual identity, it is the logo that is the cornerstone.

• For CompuSoluciones, Ideograma created "the rings of the solutions," a symbol that represents the company’s four areas of business.

Corporate identity
Design firm: Ideograma
Definition of Branding (1 of 2)

- Branding is the entire development process of creating a brand, brand name, a brand identity, and might include other applications.
Definition of Branding (2 of 2)

- An integrated brand experience is the creation of a comprehensive strategic, unified, integrated, creative program for a brand including every graphic design and advertising application for that brand with an eye and mind on how consumers and individuals experience the brand or group as each interacts with it.

Brand identity and environmental design
Design firm: Landor Associates Branding Consultants and Designers Worldwide
A visual identity is the visual and verbal articulation of a brand or group including all pertinent design applications, such as, letterhead, business card, and packaging, among many other possible applications.

The most common applications of any visual identity include the logo, letterhead, and other related business correspondence.

Continuity must be established among the various designs in a visual identity.
Summary (2 of 3)

• Most designers prepare a graphics standard manual that guides the client in the use of the identity detailing use of the logo, colors, and other graphics and imagery.

• Branding is the entire development process of creating a brand, brand name, a brand identity, and might include other applications.

• Creating an integrated brand experience entails understanding the weaving of a common thread or voice — integrating the common language into all experiences with the brand.
Summary (3 of 3)

• An integrated brand experience is the creation of a comprehensive strategic, unified, integrated, creative program for a brand including every graphic design and advertising application for that brand with an eye and mind on how consumers and individuals experience the brand or group as each interacts with it.

• Designers also revitalize brands by: reinventing a brand, renaming a brand, and/or redesigning a brand logo and visual identity.