

Chapter 7 Outline:

Chapter 7: Visual Identity and Branding

Visual Identity: The visual articulation of a brand including all pertinent design applications, such as, letterhead, business card, and packaging, among many other possible applications
The logo is the cornerstone of any visual identity

Also called a corporate identity or brand identity

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

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. Sample from Vignelli Associates.



Graphic Standard Manual

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.

Branding

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

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. ... the designer integrates the common visual language into all the experiences with the brand.

Samples of brand identity and environmental design from Landor Associates.



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