

The Journey Of This Course

Part 1 | **SETUP**

Part 2 | **HOW TO**

Part 3 | **APPLY**

Lesson 1
Brand DNA



Lesson 2
Brand soul
searching



Lesson 3
Brand positioning



Lesson 4
Brand messaging



Lesson 5
Brand identity



Lesson 6
Go Beyond
approach

Lesson 5: Brand identity

**Align your brand identity with your positioning to
engage and attract**

Lesson Objectives:

- 1. Understand how to conceptualise a memorable and attractive brand logo that people love**
- 2. Understand the psychology colours so you can make the right decisions when rebranding or creating a new brand**
 - Colour selection – Convey the right brand message**
 - Colour communication to align and attract stakeholders to your brand**

Lesson 5: Brand identity



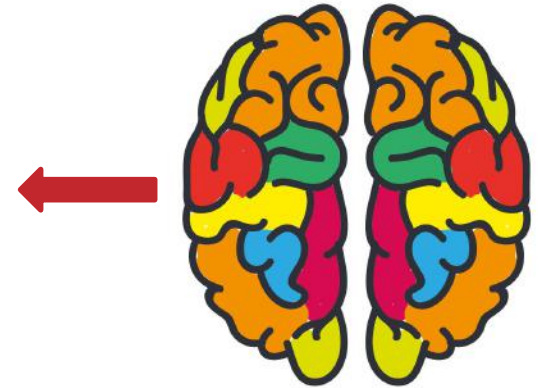
Distinguish



Attract



Convert



Lesson 5: Brand identity

Can you spot the logo?

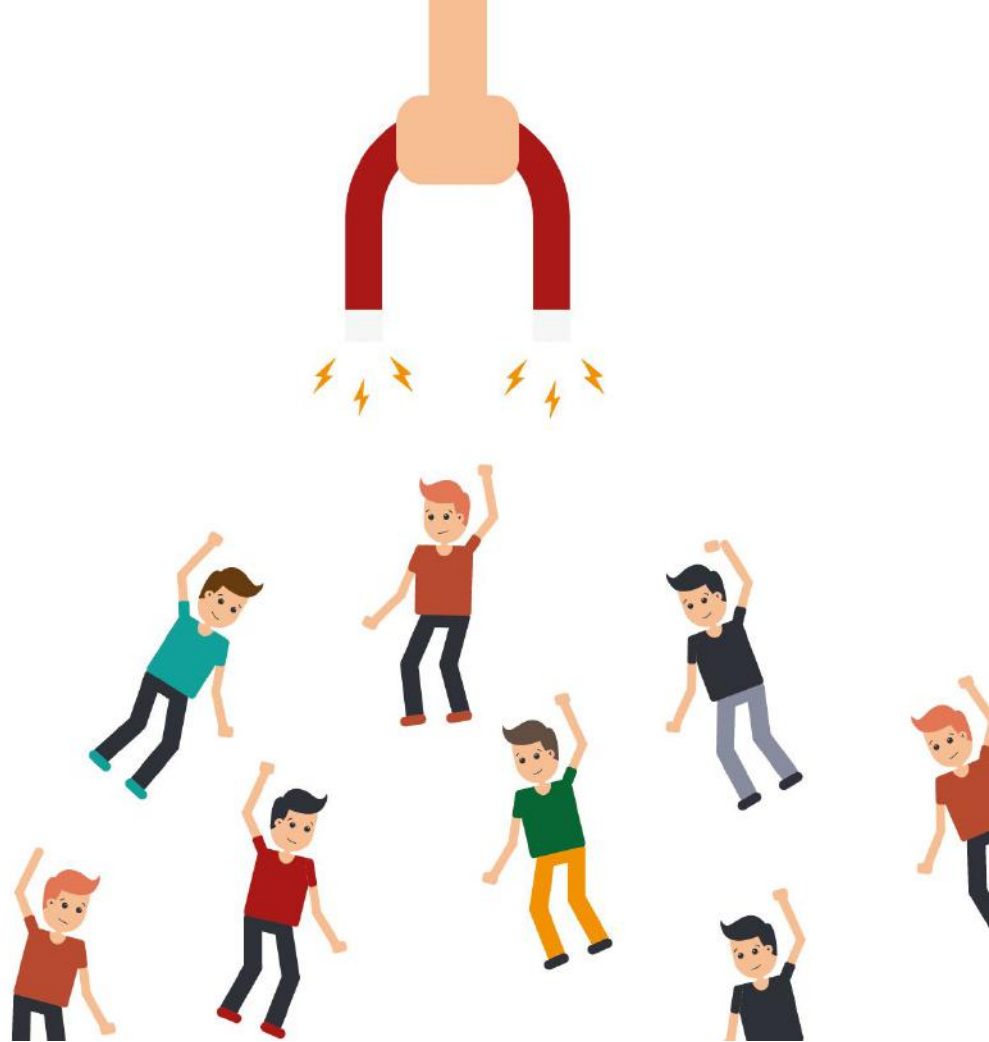
Lesson 5: **Brand identity**

When creating your
brand identity always
align **your brand
strategy**



Lesson 5: Brand identity

Who is your audience:
millennials or baby boomers?



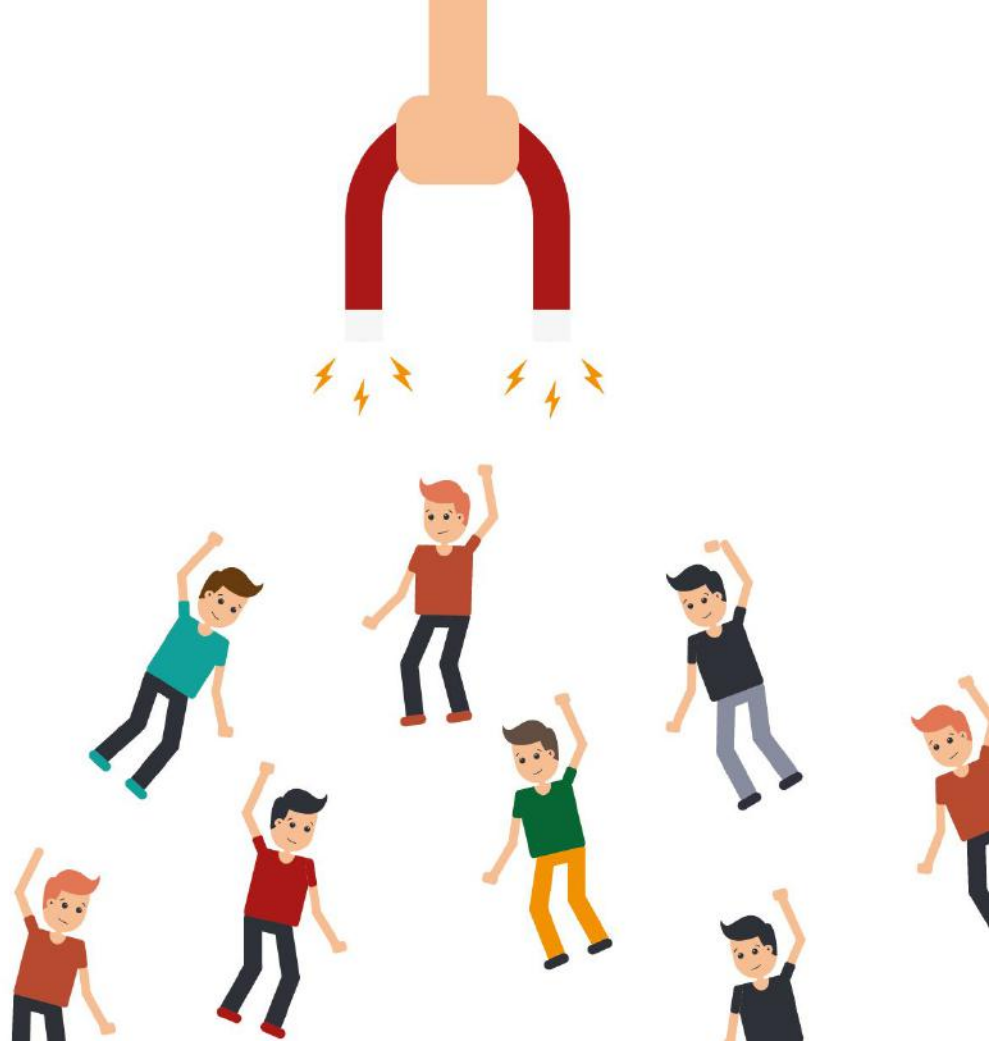
Lesson 5: **Brand identity**

**What emotions do you want
your brand design to evoke:
Safe, happy, approachable?**



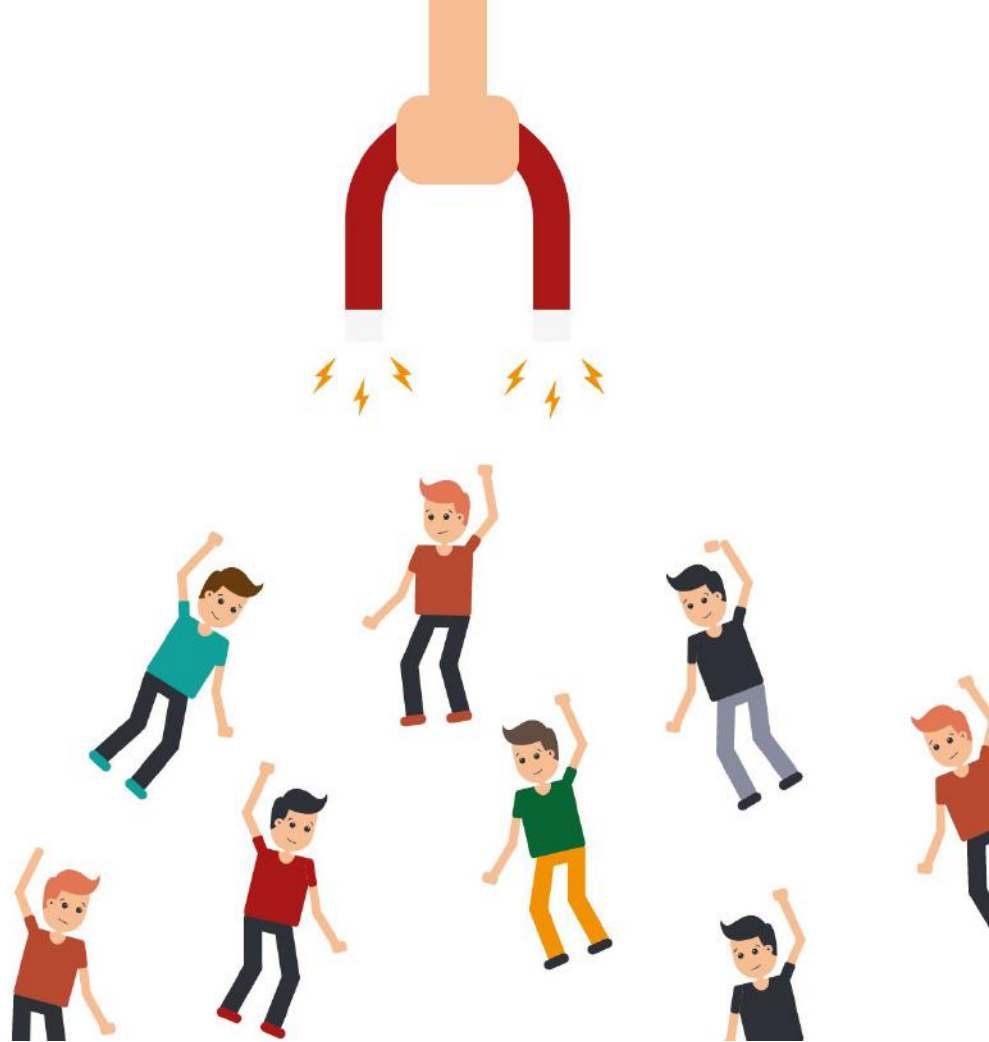
Lesson 5: Brand identity

Your brand positioning:
luxury vs discount brands?



Lesson 5: Brand identity

Your business scope:
Local or international?



Lesson 5: Brand identity

Font only



Handwritten



Font with meaning



Initials



Font in shape



Lesson 5: Brand identity

Abstract graphic



Silhouette



Geometric symbol



Illustrated symbol



Lesson 5: Brand identity

Detailed illustration



Seals and crests



Mascot



Lesson 5: Brand identity

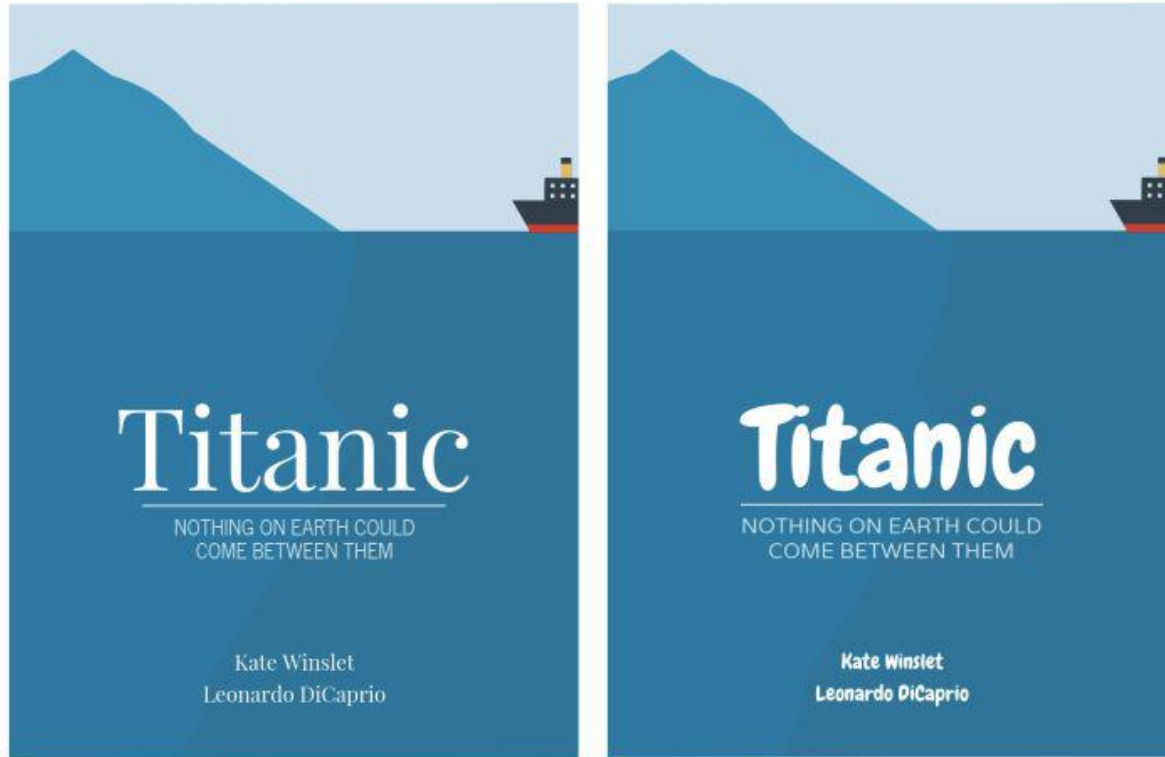
Trustworthy Trustworthy

Lesson 5: Brand identity

Happy

Happy

Lesson 5: Brand identity



Source: Venngage

Lesson 5: Brand identity



Logos in
Comic Sans

Photo
Credit: [Lingo](#)

Lesson 5: Brand identity



GUCCI



Cartier



Lesson 5: **Brand identity**

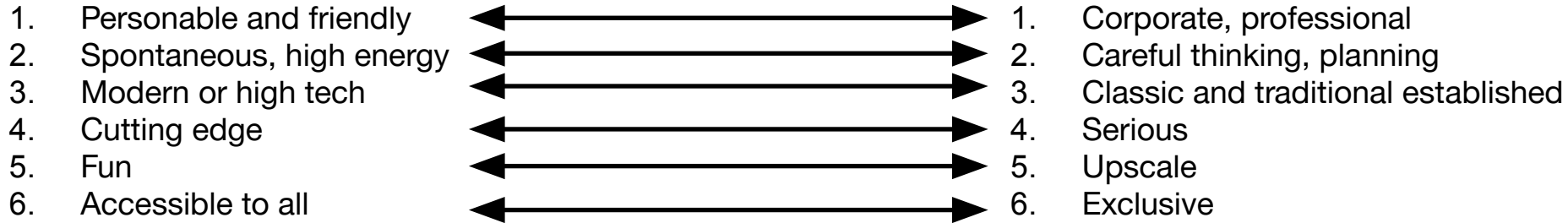
**We make a decision about how we feel
about a brand**

within 7 seconds

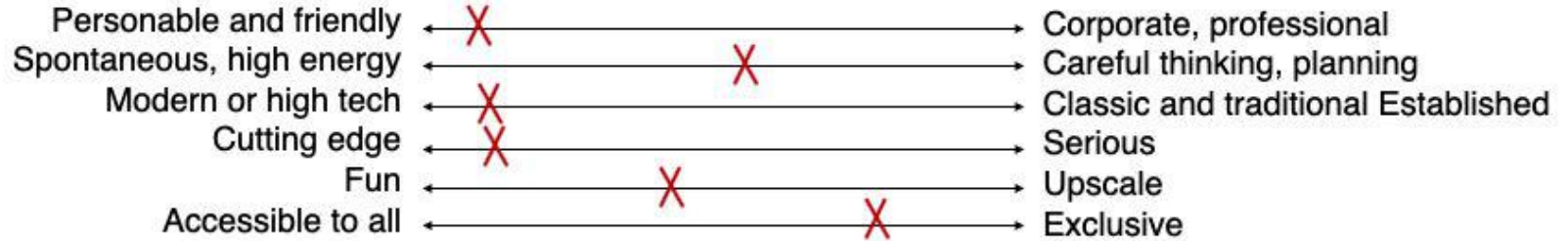
based on colour alone

Lesson 5: Brand identity

Where is your company on the spectrum?



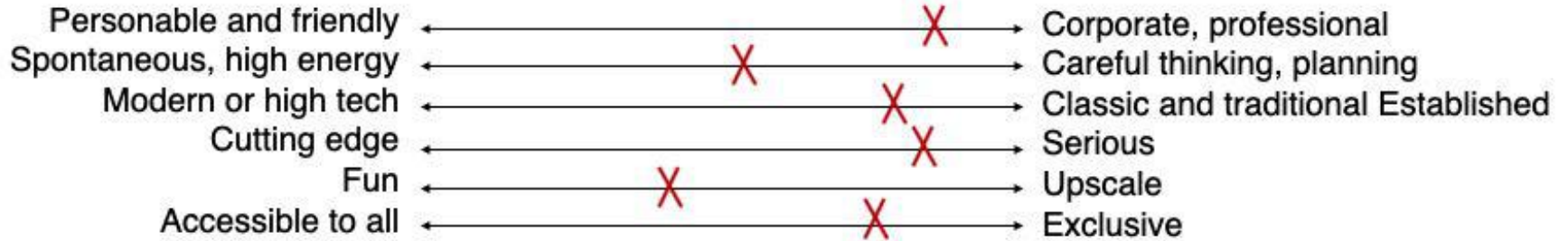
Lesson 5: Brand identity



If you get most crosses towards the left

Your company is energetic, modern, and fast-moving. Your company makes ideas happen quickly, and you are prepared to take risks. Your communication style is likely to be approachable and friendly.

Lesson 5: Brand identity



If you get most crosses towards the right

Your company is traditional. Your company operates on solid planning and established approaches. You might be trying to appeal to affluent clientele. Your communication style is likely to be corporate and professional.

Lesson 5: Brand identity

Traditional and established company

Typefaces: Classic (Times, Helvetica , etc.)

Colours: Conservative, rich hues.

Copywriting voice: formal

CLASSIC
ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Lesson 5: Brand identity

Designing your brand

Modern and high energy company

- **Typography:** modern
- **Colour palette:** vivid and trendy
- **Copywriting voice:** friendly and approachable.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789! ? #
% & \$ @ * { (/ \ } }

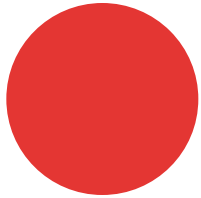
Lesson 5: Brand identity



What are colours so important?

Colour increases brand recognition by up to 80%

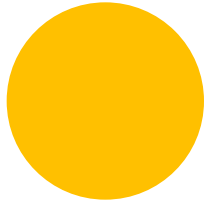
Lesson 5: Brand identity



Red is the colour of fire and blood

Energy, war, danger, strength, power, determination as well as passion, desire, and love. In heraldry, red is used to indicate courage.

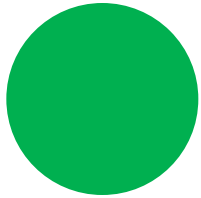
Lesson 5: Brand identity



Yellow is the colour of sunshine

Joy, happiness, intellect, energy and is often associated with food. In heraldry, it indicates honour and loyalty. Later the meaning of yellow was connected with cowardice.

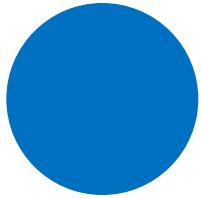
Lesson 5: Brand identity



Green is the colour of nature

Growth, harmony, freshness, and fertility. In heraldry, green indicates growth and hope. Green also suggests stability and endurance.

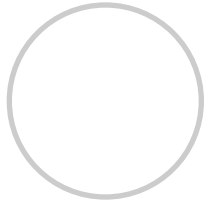
Lesson 5: Brand identity



Blue is the colour of the sky and sea.

Depth and stability. It symbolises trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. In heraldry, blue is used to symbolise piety and sincerity.

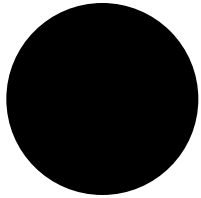
Lesson 5: Brand identity



White is associated with light

Goodness, innocence, and purity. In heraldry, white depicts faith and purity. In advertising, it is associated with coolness and cleanliness because it's the colour of snow.

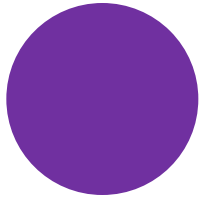
Lesson 5: Brand identity



Black is associated with power

Elegance, formality, death, evil, and mystery. In heraldry, black is the symbol of grief.

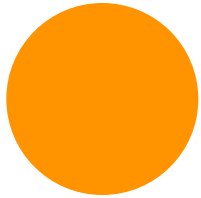
Lesson 5: Brand identity



Purple combines the stability of blue and the energy of red.

Royalty. It symbolises power, nobility, luxury, ambition, wisdom, dignity, independence, creativity, mystery, and magic.

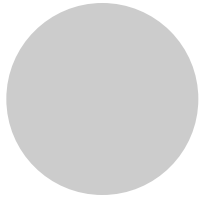
Lesson 5: Brand identity



Orange represents enthusiasm

Fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation. In heraldry, orange is symbolic of strength and endurance.

Lesson 5: Brand identity



Grey is a cool, neutral, and balanced colour:

Emotionless, moody colour that is typically associated with meanings of dull, dirty, and dingy, as well as formal, conservative, and sophisticated.

Lesson 5: Brand identity



Choose brand colours that align with your brand values

Lesson 5: Brand identity

How to choose your brand colours?

Step 1:

Pick colours that align with the emotions and values you want to communicate

Lesson 5: Brand identity

How to choose your brand colours?

Step 2:

Pick the most important attribute of your brand

Lesson 5: **Brand identity**

How to choose your brand colours?

Step 3: Bold or reserved brand presentation

- Dominance of strong colour(s)
- Dominance of neutral colour(s)

Lesson 5: **Brand identity**

How to choose your brand colours?

Step 4: combination

Combination of 3 colours or less

Lesson 5: Brand identity



Lesson 5: Brand identity

YVES SAINT LAURENT → SAINT LAURENT

BALENCIAGA → BALENCIAGA

BURBERRY → BURBERRY
London, England LONDON ENGLAND

Berluti → BERLUTI
Paris PARIS

BALMAIN → BALMAIN
PARIS PARIS

Lesson 5: Brand identity

2005

facebook



2019

FACEBOOK

Lesson 5: Brand identity

The old Airbnb logo, featuring the word "airbnb" in a blue, rounded, cursive script font with a white outline.

Before



After

Assignment:

1. **What are the common logo styles use in your business industry? Do you align or are you drastically different?**
2. **Based on your brand strategy, what emotions should your brand communicate?**
3. **Is your current brand identity aligned with your strategy?**
4. **What elements of your brand logo need improvements?**



**Have you ever used this
technique before?**

Lesson Recap:

- 1. Stay align with your business sector design style**
- 2. Choose a font and colours that align with your brand strategy and appeals to your target audience**
- 3. A combination of 3 colours for your logo is the guideline**

Lesson Resources:

- **Brand colour questionnaire**