

## Logos and Branding

### Logos VS Branding

What is the difference between branding and logos?

Let ask this question. If Microsoft opened a whole shopping mall building, could you picture it? How about if Lamborghini opened a theme park? Could you imagine it? What about if Old Dominion Freight did the same? Could you think of either?

Microsoft is a brand. It demands something. It holds a standard that we all can picture as an idea. Same with other names we all know, Apple for example. Sony, Audi, Nike and so on. These are brands and the idea, style, feel of the brand will follow that company.

The logo is, well the logo. It is the thing that

*can* represent the brand if the company has a brand. On its surface though, a logo is a symbol and this symbol can convey a concept of the company or product. A logo should be something that is memorable and unique.

By nature humans are predisposed to identify symbols. This is one of many reasons they are useful and effective.

## **A logo**

Along with the logo, the brand includes:

- the typefaces used throughout the company
- company colors
- the building's signage
- the staff uniforms
- advertising themes.

<http://tinyurl.com/yas7hy62>

## What is a brand

<http://tinyurl.com/m43soys>

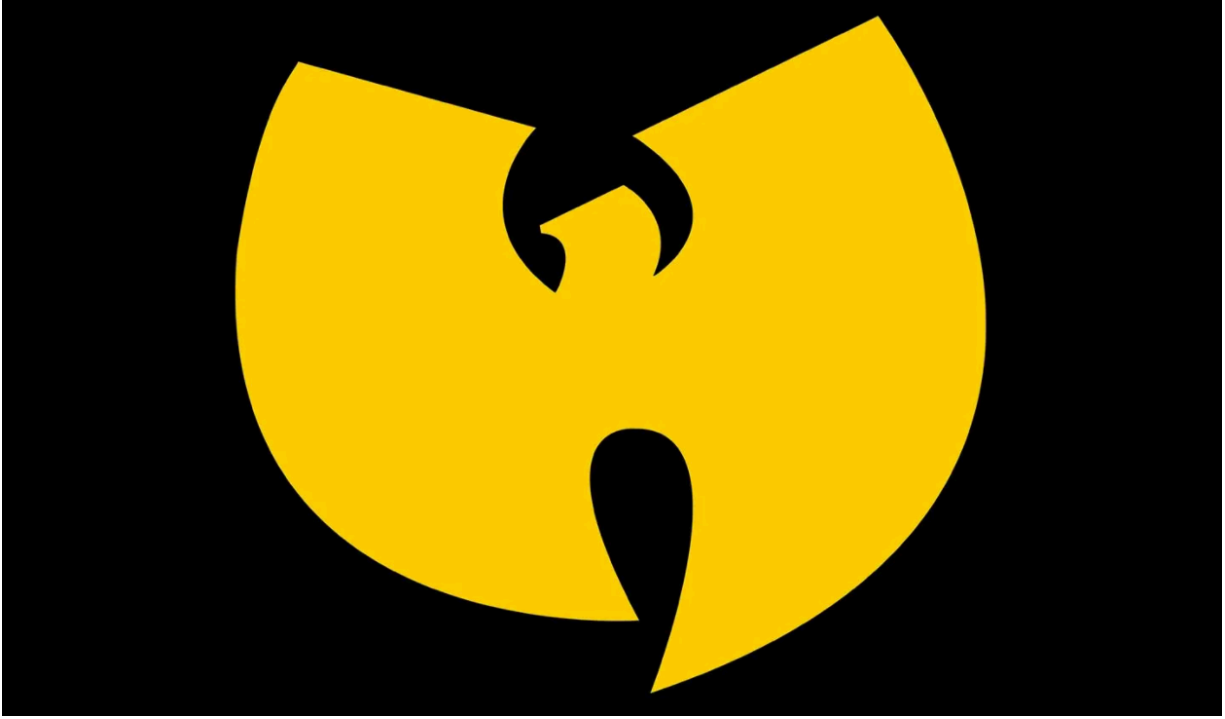
<http://tinyurl.com/y8gf5crk>

## Logos

A logo is the visual representation of a company or organization.

It creates recognition and helps people remember their experiences and associations with that company.

Ideally, over time, it inspires affection and loyalty.





Videos:

- Aaron Draplin Logo Design Challenge: <http://tinyurl.com/p44fzoc>
- PBS Offbook Logos: <https://www.youtube.com/watch?v=x3jTSB2ez-g>

## **Every Logo Has 3 Main Roles**

Identification.

- A logo identifies a company in the marketplace
- it is instant

- represents the company in a visually symbolic way Distinction.

- Unique

- Distinguishes the company from the competition

- A way for customers to recognize and choose that company from similar businesses

- Makes a first impression

Communication.

- It says something about a company

- May be direct, or it may be subtle, but every logo communicates a message.

- And a good logo communicates a positive message.

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## Types of Logos

Wordmark

A wordmark It's a type of logo design that includes only the company name — no

symbols, mascots, or badges.



Lettermark

Logo's that are made from letters.



Combination mark

Combination marks pair a symbol with a wordmark.

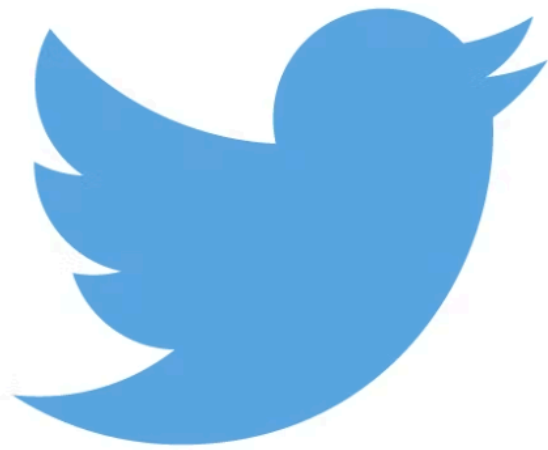


Emblem/badge



Brandmark - Pictorial

Uses a logo



## Brandmark - Abstract

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form that represents your business.



Mascot

Mascot logos are logos that involve an illustrated character.



## What Makes a Good Logo

### Simple

- A logo should be easy to process in a glance



## Appropriate

- Should communicate the right tone & style



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## Unique

- Don't copy, either on purpose or by

accident



**Tells a story**

- An extension of the brand and the brand story



*‘Graham designed a peacock for the NBC television network: **an abstraction of an eleven-feathered peacock indicating richness in color.** This brightly hued peacock, which NBC called the "Bird," was adopted because of the increase in color programming. In addition, NBC's owner, RCA, manufactured color television sets.’*

*[https://en.wikipedia.org/wiki/NBC\\_logo#:~:text=Graham%20designed%20a%20peacock%20for,RCA%2C%20man](https://en.wikipedia.org/wiki/NBC_logo#:~:text=Graham%20designed%20a%20peacock%20for,RCA%2C%20man)*

*ufactured%20color%20television%20sets.*

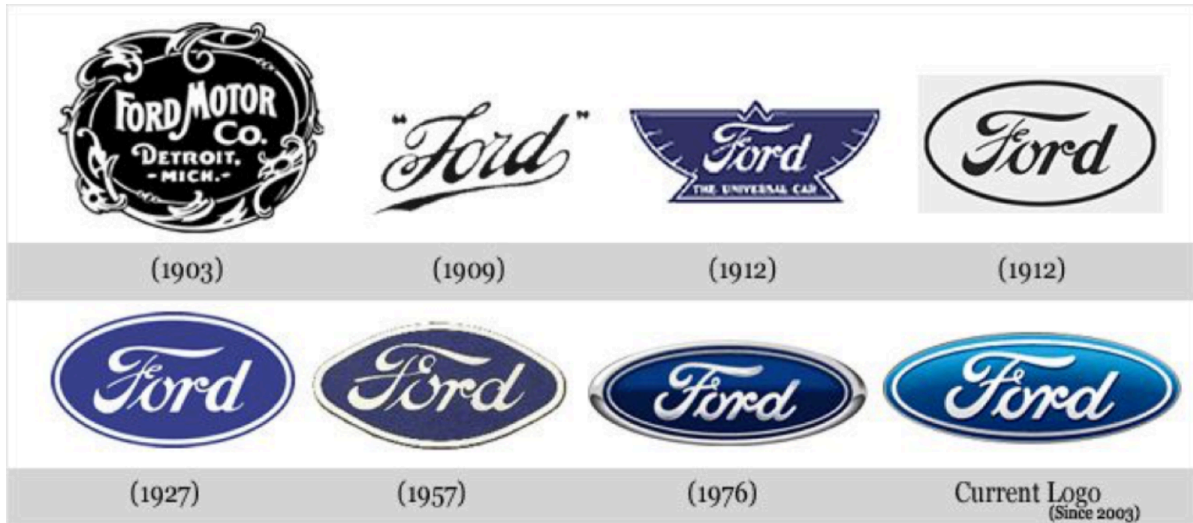
## **Memorable**

- Easy to understand and easy to recognize, get your message across and leave an impression



## **Timeless**

- May slowly evolve over the years, but the main concept & imagery remains strong



<https://navigationadvertising.com/evolution-top-brands/>

## Works in black and white

- If it works in black and white, it can work anywhere



**Scalable**

- Should be clear and not lose any detail, even when viewed at a small size



<http://tinyurl.com/y89ku87l>

<http://tinyurl.com/76s6cxv>

<http://tinyurl.com/zg6tcld>

<http://tinyurl.com/y7vwxb3j>

## What is an Identity System

A Brand Identity System is a collection of

elements which work together to create a unified, consistent and flexible brand assets that communicate the brand value to the target audience effectively.



**Brand identity** is a set of visible elements like logo, design, and color that helps a brand stand out among its competitors in consumers' minds. A business owner's team selects a name, develops a logo, crafts messages and a certain way of

communication, creates shapes and visuals, and uses colors to shape a specific image in the minds of consumers.

**Brand image** is the perception a consumer has about a particular brand after interacting with it. Simply put, it's a result of a company's team's efforts to create a brand identity. If it is successful, they shape a positive image.

<https://www.investopedia.com/terms/b/brand-identity.asp>

<http://tinyurl.com/y95xbfhe>

[https://www.youtube.com/watch?v=LqEz70PxITs&feature=emb\\_title](https://www.youtube.com/watch?v=LqEz70PxITs&feature=emb_title)

## **Elements of Effective Identity System**

A flexible Logo

- Your logo should be the core of your brand identity system. It's the combination of words, symbols, and design elements that helps identify your product or service.

## Colour Palette

- One of the fastest ways to create a recognizable brand identity system is to own a colour. Most brands utilize anywhere from one to three main colours.

## Typography

- Select a typeface that will be a strong complement to your logo and other design elements. And in addition, you're likely to want secondary typographic options to provide contrast and hierarchy across various media.

Identity elements can also include:

- Business Card

- Letterhead
- Designed envelopes
- Souvenirs
- Outdoor advertising
- Interior design
- Images on vehicles
- Folder
- Booklet
- Poster
- Flyer
- Packaging (or wrapping paper) -  
Information sheet and price list - Site in  
Internet
- Packs

<http://tinyurl.com/y73z77r2>

<http://tinyurl.com/y7ll7mm3>

<http://tinyurl.com/yazgs68h>

<http://tinyurl.com/yb98ml3t>