

Branding + Design

The relationship between design and business in building a brand solution.

What if you needed to communicate something without being there to deliver the message?

Welcome to branding.

What's Branding?

What's Branding?

- Brand is everything that creates an experience for the customer
- Identity is usually the visual part of the brand: logo, colours, layout, adverts, design
- DNA is the unique message of the business that is communicated in the brand



1976 - First Logo



1976 - Second Logo



1976 - Second Logo



1955



1962



1967



1980



1988



1997



Adi Dassler



1972



1996



1907



1928



2003



1901



1925



1968



2007





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Radio 1's Hackney Weekend

Free! There are 100,000 tickets up for grabs to see Leona Lewis, Plan B and special guests rock Hackney

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Olympic and Paralympic posters



See the London 2012 poster series here. On sale now!

Lakes Alive


BT River of Music



Scissor Sisters, Baaba Maal and more play gigs along the Thames

World Shakespeare Festival

Martin Creed – All the Bells



Ready for the UK's big wake-up call? Be a part of the artwork

Pina Bausch

<http://www.london2012.com/gymnastics-artistic>

Dr. Corrine Beaumont, MFA PhD

Typeface choice
is IMPORTANT.



Would you go to this hospital?



Would you go to this hospital?



Would you go to this hospital?

Your typeface choice, it's placement, size and colour determine the voice people hear in their head when they read your message.

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Questions to ask yourself about typeface choices:

- Is the typeface distracting from the message or enhancing how it is understood?
- Do I want people to notice the shape of the word, or just get the information quickly?
- How does this “sound” when people read it?

examples from my own work

C()SL

Hamiltons

the **ZOO**
in my [®]
Belly
a mealtime story for little eaters [™]

worldwide
breast cancer













You don't become a brand this pervasive overnight:

http://mashable.com/2013/09/12/jimmy-kimmel-iphone-5s-prank/?utm_cid=mash-com-fb-main-link

How did they get that convincing?

Can you spot the relationship between storytelling and identity to create the brand?

<http://gawker.com/this-three-minute-commercial-puts-full-length-hollywood-1309506149>

Notice how very few of these commercials use a dialogue and rely on visuals to communicate.

What does the company do?

“The Thai telecommunications conglomerate True is getting rave reviews worldwide for its latest spot, "Giving," which tells the story of a man unexpectedly rewarded for a lifetime of good deeds he performed without expecting anything in return.

TrueMove too says it "believes in the power of giving without expecting a return."

Which would probably be more meaningful if they were to, say, give away their services and devices for free. Which they are not.

But what the company lacks in commitment to its own philosophy, it more than makes up for in inspirational advertising.”

<http://gawker.com/this-three-minute-commercial-puts-full-length-hollywood-1309506149>

How did their identity integrate with the brand message?

However good it may be,
the brand is not the business.
It is a support to the business.
Or if it's done badly, it's a harm to the business.

You are branding whether it's intentional or not,
you cannot not communicate.

“Branding Design” is a module about how to use design as part of building your brand.

We’ll take a practical approach to creating a visual identity and understanding the basics of design in order to more effectively communicate with a design team when developing a marketing strategy.

You’ll design and write briefs for a design team as well as develop a social brand strategy.

Brand game.

Make a brand for the person next to you.

northern rock



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