POW WOW PITCH

Visual Brand Design

Learning Hub | **Module 3**

In partnership with SKLAR WILTON & ASSOCIATES

Getting Started: Visual Brand Design

IN THIS MODULE:

ABOUT

This module is about how to use visuals to communicate and build a brand identity. It provides an introduction to understanding colour, and then some guidelines to choosing colour, typeface, and graphic elements.

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What is **visual** brand identity?

What is Visual Brand Identity?

Visual Brand Identity is the collection of visual elements that communicate your brand.

It includes elements like colours, shapes, symbolism, and stylized text which we'll refer to as typeface.

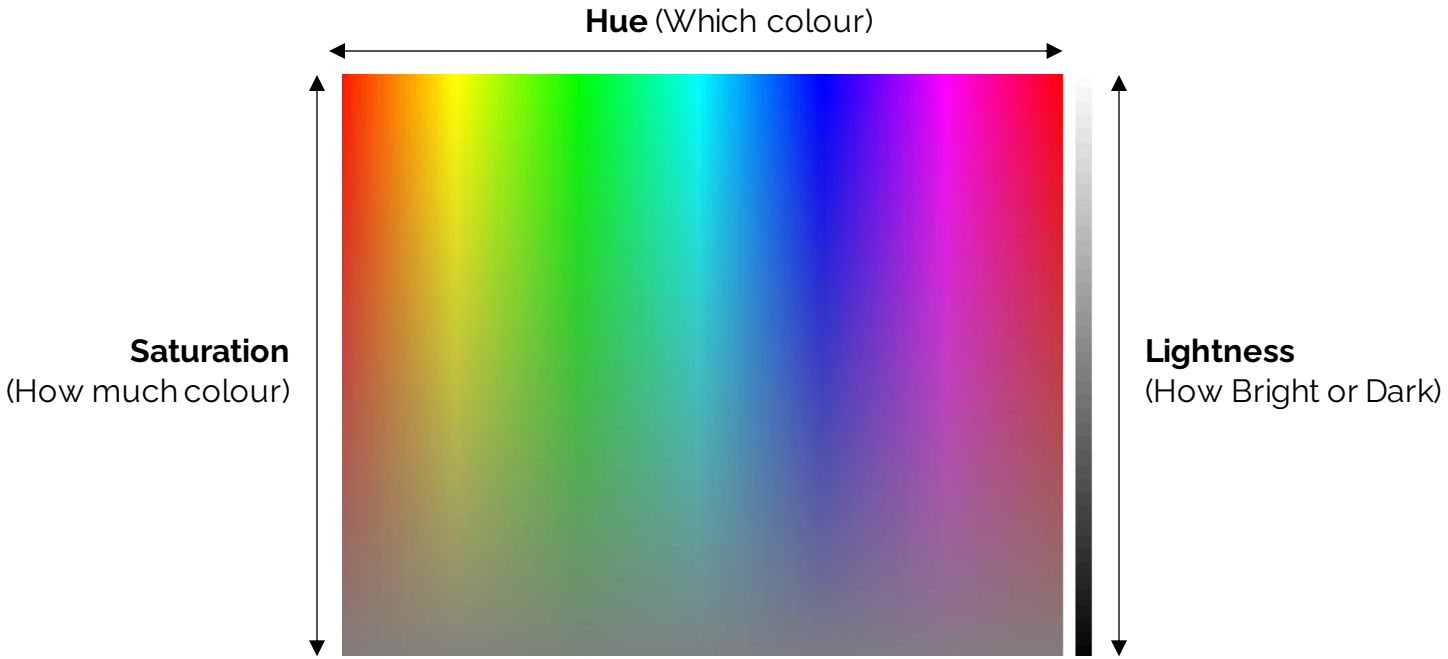
What is Visual Brand Identity?

Visual brand identity helps your customers **recognize** your product or service.

It signals to them, what area your business operates in by hitting a "sweet spot" between look like you belong with similar services but standing out from other brands.

Introduction to **Colour** and **Contrast**

Colours have three terms used to describe their qualities. Hue, which is the kind of colour, Saturation which is how much of the colour, and Lightness which is how dark or light the colour appears.



All the colours can be made with the Primary three, red, blue, and yellow. Secondary colours are a mix of two primary. Tertiary are made from a secondary and primary. This makes them harder to classify, more distinct.

PRIMARY

Most aggressive, used in warning labels

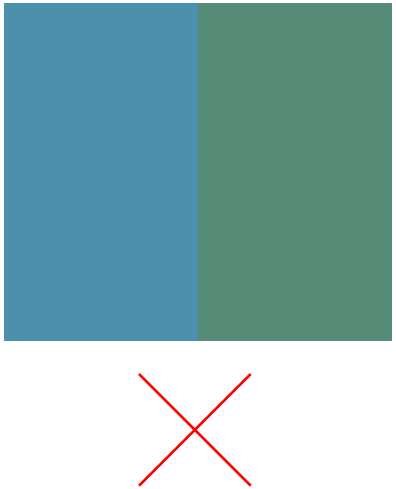
SECONDARY

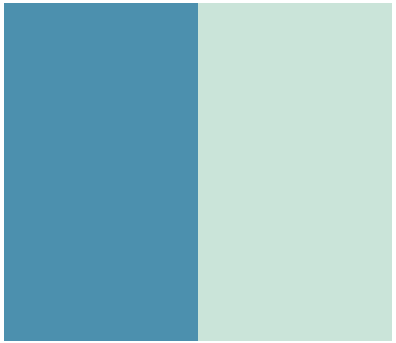
Less aggressive but still eye catching

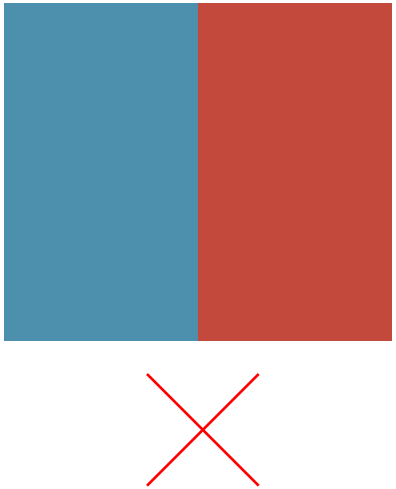
TERTIARY

More nuanced, these colours hold attention longer

Contrast is as important as colour. If colours are too similar in saturation, or lightness, they vibrate with dissonance.







Another example of contrast is seen when colours are placed on top of each other or inside each other. The same rules apply. Higher contrast is better. Low contrast creates dissonance.

Choosing **Typeface**

There are four classifications of typeface. Each with a different personality. Consider your brand and choose a font that describes it best.

Serif	Sans-serif	Script	DECORATIVE
Traditional	Modern	Elegant	Experimental
Sophisticated	Clean	Classic	Daring
Reliable	Technical	Crafted	Unusual
Practical	Geometric	Independent	Creative
Formal	Universal	Personal	Eccentric

Within each of the four styles of typeface there are many fonts to choose from. Listed here are some of the most popular examples.

Serif	Sans-serif	Script	DECORATIVE
Times New Roman	Avenir	Baguet Script	CASTELLAR
Garamond	Arial	Forte	Chiller
Bodoni	Calibri	Blackadder	Harlow Solid
Book Antiqua	Helvetica	Bradley Hand	PINEWOOD
Georgia	Montserrat	Edwardian Script	Playbill

For sub-brands or product lines, two fonts work well. Contrast is key so choose fonts that aren't too alike. Below are examples.

Trends change over time. Today, sans-serif is popular. Below are examples of companies that rebranded to a sans-serif typeface.

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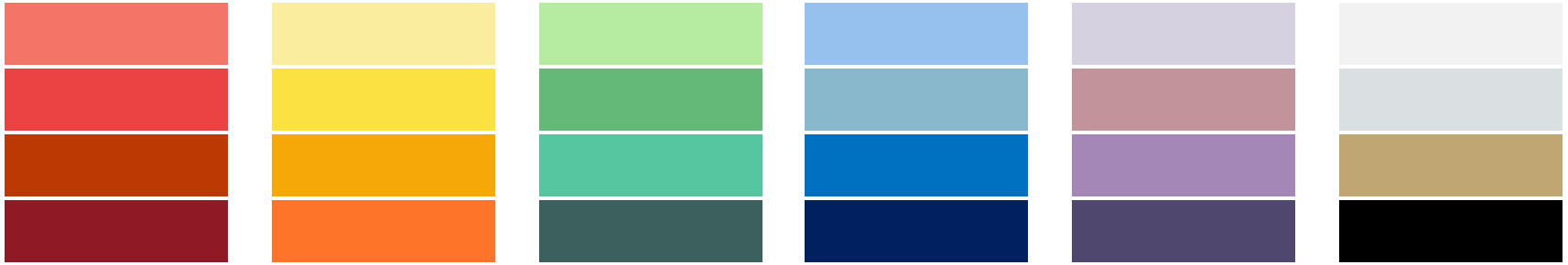

Excitement	Budget	Nature	Trust	Mystery	Luxury
Energy	Creative	Growth	Stability	Spiritual	Formal
Passion	Adventure	Environment	Finance	Majestic	Elegance
Entertainment	Vitality	Wealth	Refreshment	Contemplation	Sophistication

The example below show us how the unconscious association with color can have certain adjectives assigned to it. It tells people what category of business they are in.

Excitement | Energy | Entertainment | Joy

The example below show us how the unconscious association with color can have certain adjectives assigned to it. It tells people what category of business they are in.

Trust | Finance | Stability | Connectivity

Graphic Elements

The three primary shapes all have different associations. Below are examples of logos grouped by shape and paired with shape associations.

Wholeness	Strength	Order
Perfection	Action	Trust
Community	Rising	Stability
Fluid	Balance	Structure
Approachable	Progress	Rational

The graphic is an iconic drawing that catches attention and hints at the story of your brand. It can be the history, service, or benefit of what you offer.

Delivery service is hinted at by the arrow. Moving things from point A to point B.

The original Apple logo vs the current logo. The apple hints at Isaac Newton discovering gravity when an apple fell on his head. I also hints at the tree of knowledge.

Coca-Cola has been extremely consistent with their logo, as seen here when comparing versions from 1887 and now.

Summary Tips visual brand design

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When selecting the visual elements to represent your brand, consider its **personality**, the industry its in, and how it differs from others in that industry.

Typeface: Is the typeface modern, traditional, crafty?

Colour: Are the colours serious, playful, complex? Do they balance well with other colours or do they clash?

Graphic Elements: What shape best describes your purpose or what you offer?

Analyze others: Examine other brands operate in the same space as you. What do they look like? How does it compare with your brand's appearance?

Thank you!