POW WOW PITCH

# Visual Brand Design

Learning Hub | **Module** 3

In partnership with **sklarwilton**

# **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.

### CONTENT

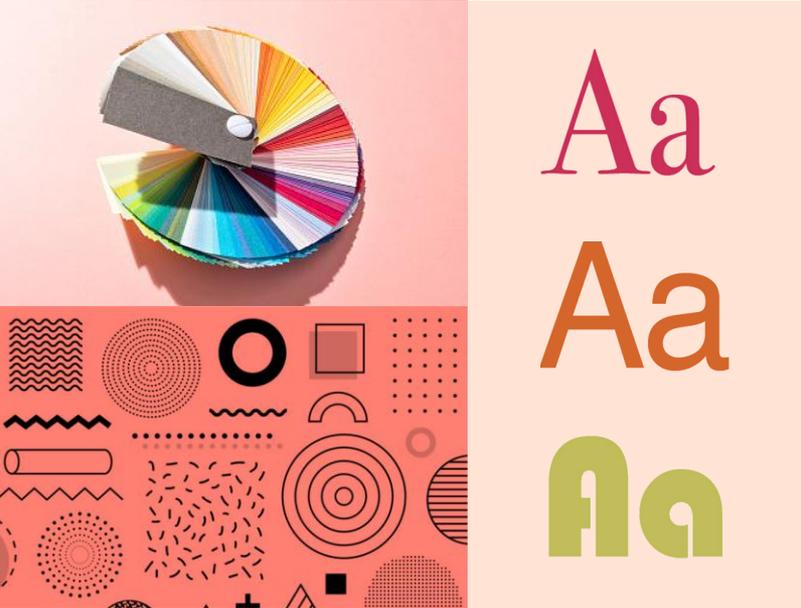| |
|---|
| What is Visual Brand Identity? |
| Introduction to Colour and Contrast |
| Choosing Typeface |
| Graphic Elements |

3

POW WOW PITCH    sklarwilton

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.



**Hue** (Which colour)

**Saturation**
(How much colour)

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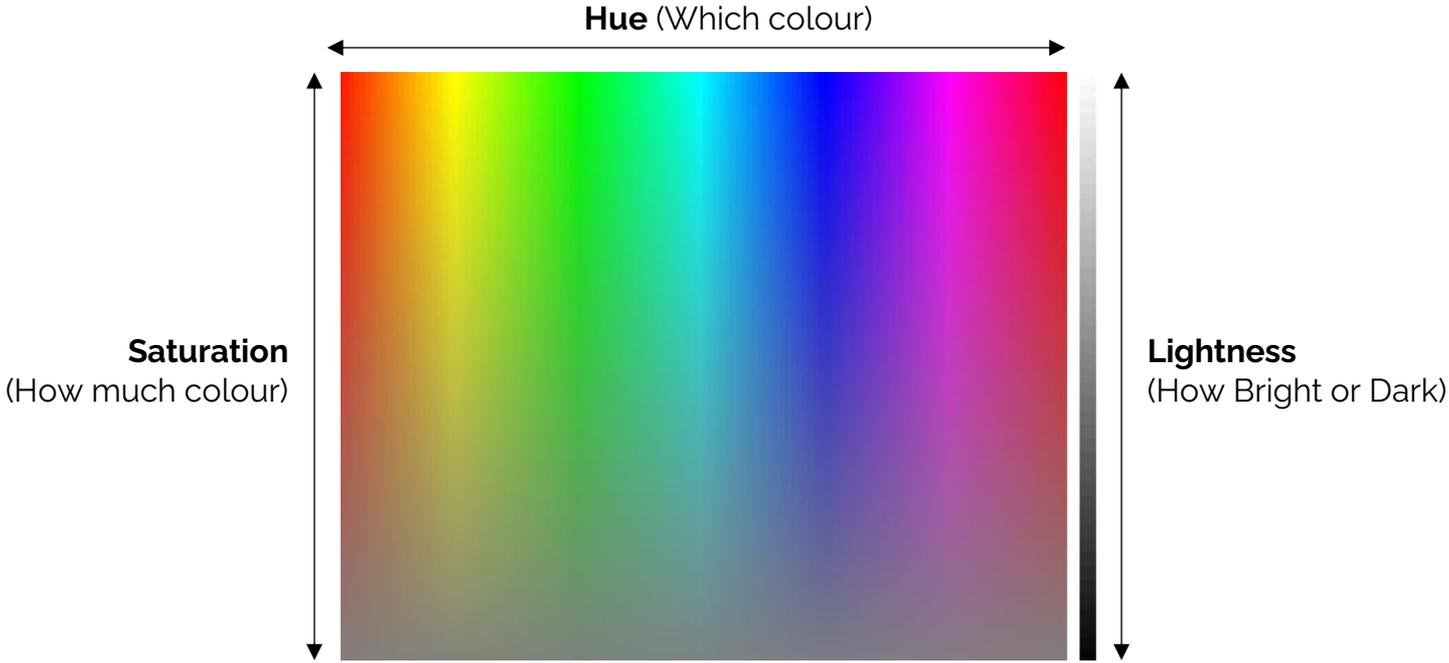
All the colours can be made with the Primary three, red, blue, and yellow. Secondary colours are a mix of two primary. Tertiary are made from a secondary and primary. This makes them harder to classify, more distinct.

**PRIMARY**
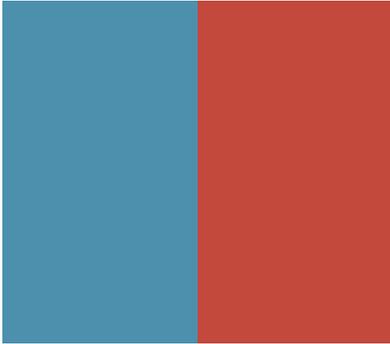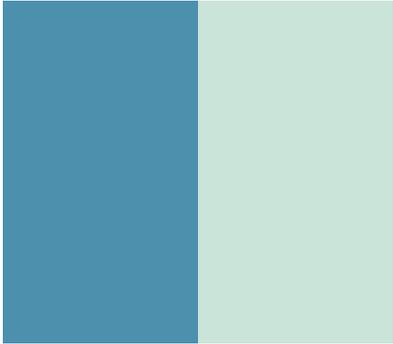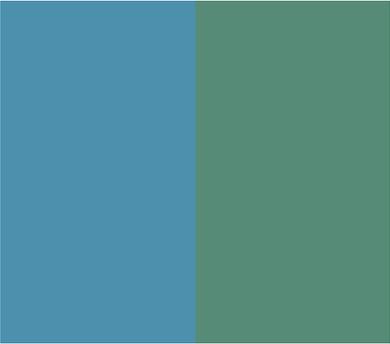


Most aggressive, used in warning labels

**SECONDARY**



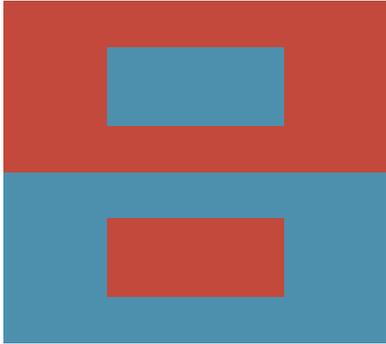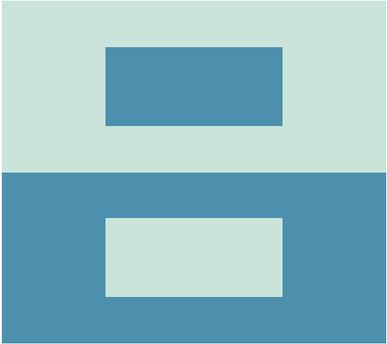Less aggressive but still eye catching

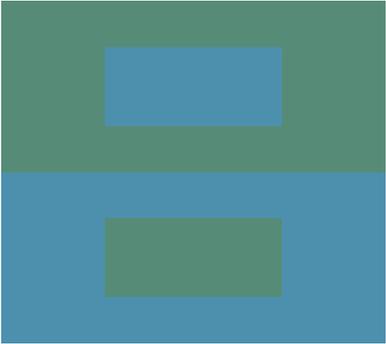**TERTIARY**



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 |

POW WOW PITCH   sklarwilton

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.

**ACME** Industries

Parent brand          Sub brand

ACME
*Industries*

Parent brand          Sub brand

ACME
Industries

Parent brand          Sub brand

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

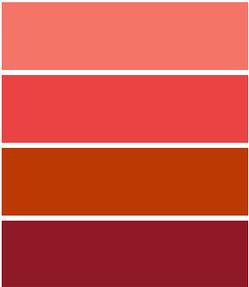| | | |
|---|---|---|
| facebook. » FACEBOOK | | BURBERRY LONDON » BURBERRY LONDON ENGLAND |
| Google » Google | | YvesSaintLaurent » SAINT LAURENT |
| Microsoft » Microsoft | | Berluti » BERLUTI |
| airbnb » airbnb | | BALMAIN PARIS » BALMAIN PARIS |
| Spotify » Spotify. | | RIMOWA® » RIMOWA |
| Pinterest » Pinterest | | DVF DIANE von FURSTENBERG » DIANE VON FURSTENBERG |
| ebaY » ebay | | |

# Choosing **Colour**

# Like typeface, colour has a personality. Try to summarize your brand's tone and choose one or two colours that match the personality. Less is more.
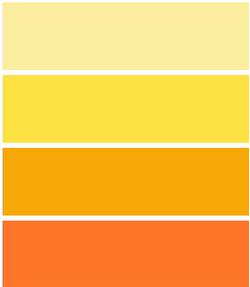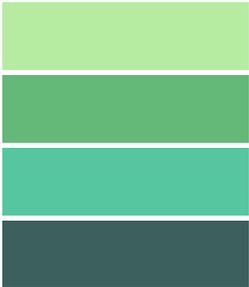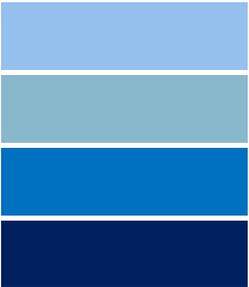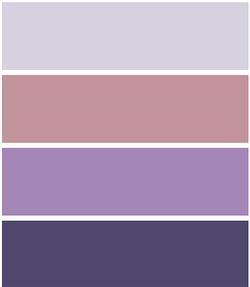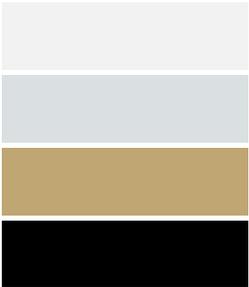
| Excitement | Budget | Nature | Trust | Mystery | Luxury |
| --- | --- | --- | --- | --- | --- |
| Energy | Creative | Growth | Stability | Spiritual | Formal |
| Passion | Adventure | Environment | Finance | Majestic | Elegance |
| Entertainment | Vitality | Wealth | Refreshment | Contemplation | Sophistication |

The examples 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 examples 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

# Summary tips visual brand design



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!