



Creating Brand Identity Design Considerations

What is Brand Identity?

Brand Identity: the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

Branding: the marketing practice of actively shaping a distinctive brand.

Brand Image: the actual result of these efforts, successful or unsuccessful.

DEVELOPING YOUR BRAND DESIGN

Before you begin working with your graphic designer to create your design assets, it will help to consider these four areas of your design structure. These basics will become the platform of your brand identity.

Color Palette

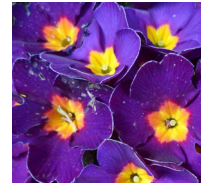
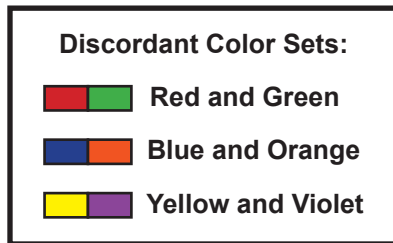
Colors have meaning. As a society and psychologically we have perceptions about what different colors represent. No one looks at a map and thinks, that ocean should be orange! Therefore, choosing your branding colors can have a serious impact on how your brand is perceived by your audience.

- Red: Action, Strength, Energy, Passion
- Orange: Emotion, Youth, Optimism, Enthusiasm
- Yellow: Happiness, Optimism, Positivity, Intellect
- Green: Harmony, Safety, Growth, Health
- Turquoise: Compassion, Calmness, Clarity, Communicate
- Blue: Security, Trust, Loyalty, Responsibility
- Violet: Spirituality, Royalty, Mystery, Imagination
- Pink: Compassion, Love, Femininity, Playfulness
- Brown: Reliability, Stability, Honest, Comfort
- Black: Protection, Power, Elegance, Sophistication
- Gray: Compromise, Neutral, Control, Practical
- White: Cleanliness, Purity, Innocence, Perfection

Creating Brand Identity: Design Considerations

Discordant vs Analogous Colors

Discordant colors, also called complementary colors, are opposite of each other on a color wheel. Using discordant colors can create excitement within a design.



Analogous Colors, also called like colors, consist of any three colors which are side by side



on a 12-part color wheel, such as yellow, yellow-green, and green with one of the three colors being predominate. An analogous color scheme creates a rich, monochromatic look.

Typography

Typography refers to the font(s) you choose for your branding materials. Choose legible fonts and use them consistently. Fonts can invoke an emotional connection. There are (respectively) four categories of font:

SERIF meaning “with feet”. Serif fonts like Times Roman and Courier have a slight projection finishing off the stroke of a letter. These classic fonts invoke tradition & trustworthiness.

SANS SERIF meaning “without feet”. San serif fonts like Arial and Helvetica have smooth edges and are missing the projections or “feet”. San serif fonts invoke a modern feel and are considered the easiest to read on a computer screen.

Script emulating cursive handwriting, script fonts like Brush Script and Chopin Script can invoke a luxurious or feminine feel. Caution: some can be difficult to read.

Creating Brand Identity: Design Considerations

DYNAMIC sometimes called 'Display', fonts typically have specialized elements like unusual shapes, outlines or shadowing or artistic features. Want to make a bold statement? A dynamic font might be the way to do it. Note: many Dynamic fonts do not cover all the characters (i.e. missing numbers or special characters like a dash or exclamation point).

Imagery

You will want to consider imagery; photography, graphics and basic form and shape within your branding design.

Photography & Graphics

Photography: Beautiful photography can create instant emotion. A fresh pulled beer with foam hanging off the rim of the glass, a burger piled high with lovely condiments and cheese oozing out from a toasted bun, can't you just taste them? However, if great photography can make a brand, poor photography can break it.

Graphics: Having graphics created for your business can be a great investment. Not only can they be one of a kind, vector graphics can be scaled to any size from a billboard to letterhead.

Shape & Form

- Are you a warm, encompassing business? Using rounded shapes like circles and eclipses within your design will feel welcoming.
- Are you a cutting edge, efficient business? Using sharp edged shapes like triangles and squares within your design can invoke strength.

Message & Tone

A **Brand Message** is a concise easy-to-understand message which tells a story. It is directed towards a pre-determined market group and should take into account what the customers want to hear, what the brand can provide, and what the competitors are already providing. Your brand message should resonate with the needs, wants, and desires of the target market. It should be the reason they buy your products.

Creating Brand Identity: Design Considerations

Brand Tone refers to the tone of voice your brand uses with its customers. Are you an easy going and up-beat business? Then your marketing copy should reflect that voice. Regardless of the qualities and the tone of voice your business chooses, make sure that is authentic. If your business is edgy and witty, bordering on sarcastic, yet your marketing copy depicts a charming country feel, your customers are going to note a disconnect between your branding and reality.

Identifying the basic building blocks for designing your Branding Identity is an essential first step. Once you have an idea of where you are heading, your graphic designer can help your ideas become a reality. It is helpful to collect other businesses logos. Include those that you both like and dislike and jot a quick note as to what does and doesn't appeal to you and why. What do you feel when viewing them? Consider different types of businesses as well, you never know where inspiration might strike!



Contributing Author

Misty Gordon

Multimedia Graphic Artist, Misty Gordon Creative

Since 2010, Misty Gordon Creative has been creating strong, visually stimulating designs and providing cohesive marketing pieces across multiple platforms, from logo creation and branding, web design and advertising campaigns to product packaging and merchandise.

Need help creating a Brand Message? Check out - [Develop a Strong Brand Identity Worksheet](#).