

BRANDING RESEARCH



Sprint 1: EXPLORE

SARVIN SATCHITHANANTHAM - LUCIANO DE ARMAS

Introduction : Our goal

This research is aimed to get a better understanding of what are the key components needed in our project from the branding side, such as logo creation, typeface selection, etc.

We need to understand which elements from a good Brand Style Guide need to be selected for our tool to make it as efficient as possible.

In the following chapter we will explain the most important points to make a proper brand style guide and why they are important.

Chapter 1 : The importance and use of the different brand style guide elements.

Brand purpose

The brand purpose is important because your brand need explanation of the reason why exists.

This can be answers by a series of questions that you will ask to yourself or your team to come up with it

For example, to know what is the mission of the brand we can ask: What is the reason business exists? What is its core objective?

Intention of the brand: What does the business intend to do or create in the future?

What are your rules or values with: What principles does the organization support?

And ask yourself what is your target audience: What specific group of consumers most needs the services or products the business offers?

Brand story

In a brand story you describe the motive of making the brand in the first place with a great brand story you can create an emotional connection with customers. A company's tagline is often incorporated into its brand story in order to make the clients remember it more since they will understand the meaning of it.

Brand personality

This relates to the basic essence of the brand, consisting of its voice, tone, and messaging fashion. Emotional connection is a critical aspect of advertising, and personable brands generate warm temperature and goodwill with the public.

This is important to make an image and make a vibe of the own brand so client can create more connection with them and difference between the other brand and yours this is crucial to make them choose your brand because they feel closer to your brand.

Messaging is a key aspect of a business enterprise's personality, and the brand standards may additionally include an article style manual describing the business's written voice as nicely.

Logo

It communicates ownership, quality, and values. It's imprinted on your products, your business card, website, social media, and most importantly, in the minds of your clients.

A good logo grabs attention and therefore people will look at it and memorize it. The goal of the logo is to represent the brand to the audience. It also communicates the brand identity.

The logo itself can have different variations for example a logo can be horizontal, vertical, or only exist of a symbol. Also, the colour is important for a logo you can't place a white-coloured logo on a white background.

The scale and proportion of the logo is also an important thing to mention. The scale can differ between the digital scale and the scale for a print.

Also, guidance on modifying the logo is important in a brand guide.

Some elements of logos your brand needs are:

Need to be original so it contains visual elements, such as colour combination or design elements that no other company has.

Needs to be timeless to avoid incorporating trendy design concepts and to ensure your logo won't be out of age or old looking.

Needs to be adaptable the logo should scale well from small to big. It should also translate well to both print and digital formats.

Needs to be memorable this can be a difficult concept to test, your logo should try to leave a lasting impression.

And the logo has to be clearly connected to your industry or products and services.

Color palette

The colour palette includes the primary colours that is used in logos, text and website. And secondary colours that add visual interest to your content. Secondary colours could be used on pamphlets, signage and any other branding material.

WHY IS IMPORTANT TO CHOOSE THE CORRECT COLOR PALETTE

Helps your brand stand out:

By using the right colours in your brand, you could be reaching your clients attention in order to make them want to learn more about your brand and make them want to review your other content related with your brand.

Makes a brand more recognizable:

By using colours depending on certain messages your target audience will easily recognize your brand's and understand the type of message you're trying them to convey.

Evokes emotion and feeling from customers:

Certain colours can spark specific emotions from potential or current customers this can change depending on the culture and the country but also by the person itself. You can use colour to make customers happy, nostalgic or excited, which could lead customers to make purchasing decisions if used properly.

Influences how the audience perceives a brand:

By choosing the right colour selection you can change how a customer feels about your brand. Also, if the content is readable or if the background is visually appealing and understandable it may also be more professional and appealing to customers.

Some colour meanings are:

Blue: Integrity, Trust, Tranquillity, Loyalty, Intelligence

Green: Money, Growth, Freshness, Environmental-Friendliness

Yellow: Happiness, Originality, Energy

Purple: Royalty, Spirituality, Luxury

Pink: Femininity, Compassion, Playfulness

Red: Power, Strength, Passion

Orange: Courage, Originality, Success

White: Cleanliness, Purity, Freshness

Black: Elegance, Drama, Strength

Typeface

List which fonts your brand will use as well as where those fonts can be accessed. This section can also include the size of your font, acceptable variations and where to use different types of lettering. If your logo includes text, provide its font details in this section.

When thinking about a logo or what font to use for your Brand, the choice can be difficult and sometimes simple. You should start by identifying what you want to express with your image.

Like colours for a house, fonts are used to elicit specific responses and create unique mental links with a Brand. Each type of font has pros, cons, and psychological responses. A font can make your logo recognizable and memorable.

Find out which typeface best suits your business. Like is your brand serious, playful, chaotic.

Next, we will tell you the main characteristics of the three most important groups of fonts that you should take into account when thinking about the re-design of your Brand:

Trends are short-lived; what is popular today may be forgotten tomorrow.

If you want the image of your business to generate visual pregnancies in the coming years, don't let the fad fool you. Choose a font that reflects the values and characteristics of your company, but above all, its personality.

We have to pay attention to these important tips when choosing a typeface:

For example it has to directly and simply transmit the concept of your Brand, it has to have some difference from the competition, is need coherence between the chosen typography and the personality of your Brand and the colour related to your line of business and, in turn, does it work positively and negatively?

A correct typographic choice can make the difference between a well-achieved Brand and a Brand that fails to connect with its target audience.

Imagery

Brand imagery is a complex conglomeration of the images that make up the “feel” of your company.

To sell the product to your audience you must know your audience, also you must know what type of font and what colours do attract them. With this information you can design the “feel” of the brand with images.

With other words with designing a good brand imagery you can visualize the story telling component of your brand identity.