

LOGOS & BRANDING



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LOGO ~~=~~ BRAND

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WHAT IS A LOGO?

Identifies a business in its simplest form via the use of a mark or icon.

A logo is just one piece of a larger puzzle



The evolution of the BMW Logo

WHAT IS A BRAND?

Is the space the business occupies in the minds and/or hearts of people

Branding helps to align how a business would like to be viewed with what people actually think about it

For branding to be successful, you must know the business goals/objectives and their audience

BRANDING

ASK THESE QUESTIONS

- Who are they?
- What do they do that nobody else does?
- Where do they do business?
- Why should anyone care?
- When do they do business?
- How do they do business?

BRANDING

Brands are built over time and across experiences



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BRANDING

Brands are built over time and across experiences

.... So it's important that the presentation of the company be consistent at every point of contact

(Print products, social media, website, etc.)



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BRAND IDENTITY

A brand identity encompasses the parts of the brand that can be experienced by the five senses.

It serves as a unique personality that helps people tell that business apart from others

At the very least, the business needs a name that is unique within its industry or geographic area

BRAND IDENTITY

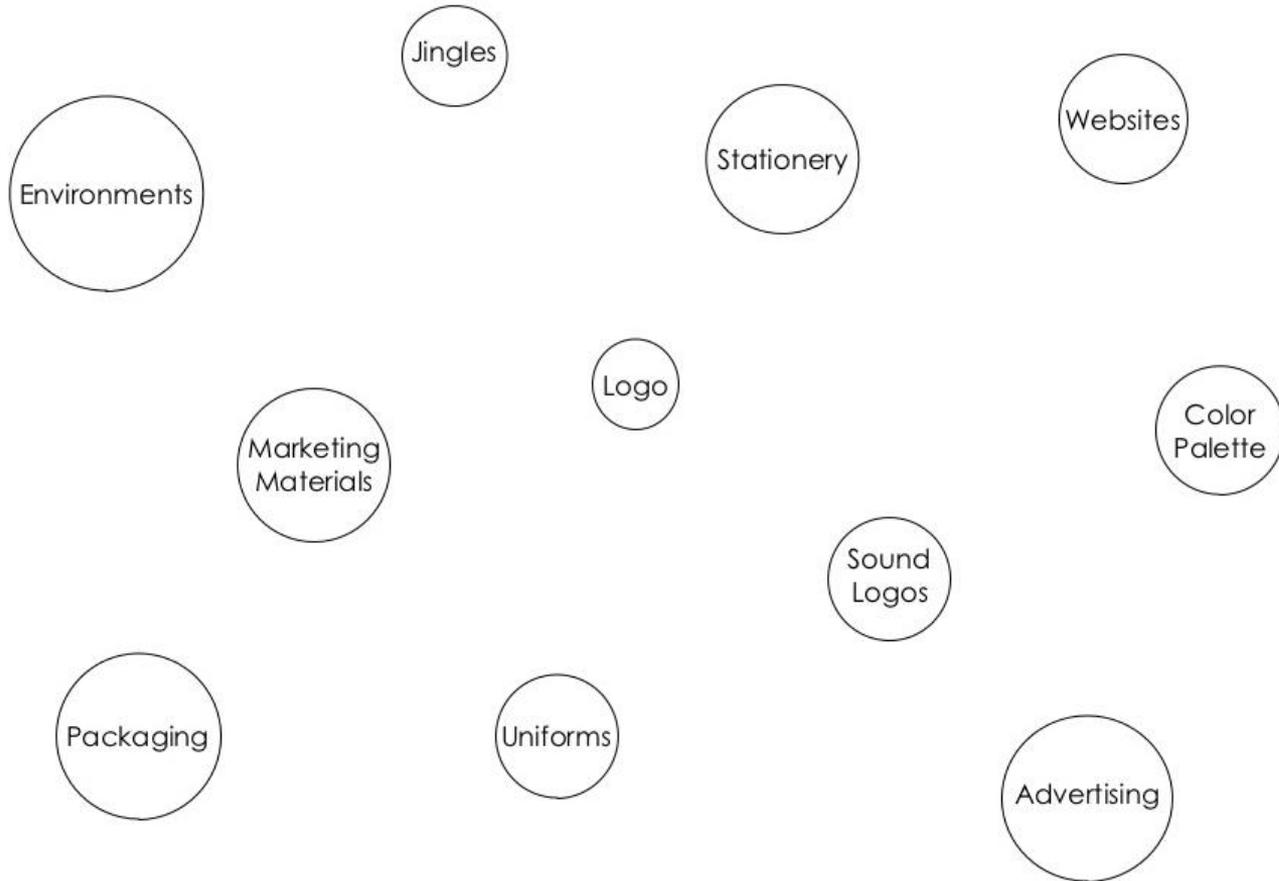
The brand identity system should include a combination of touchpoints



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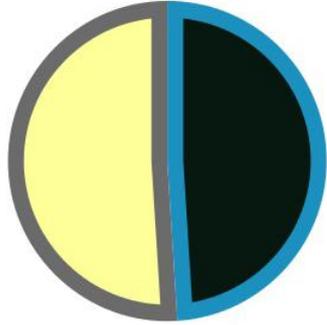
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BRAND IDENTITY



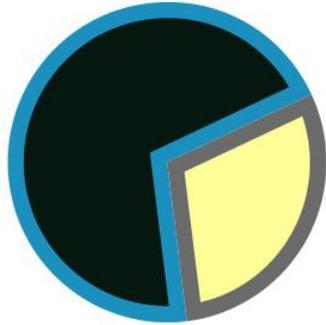
COLOR & BRANDING

100 Most Valuable Brand Logos & Color



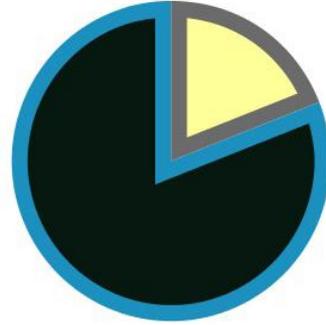
51%

Monochrome*



30%

Two Color



19%

Full Color

* Monochromatic logos are not necessarily black but ONLY feature one color.

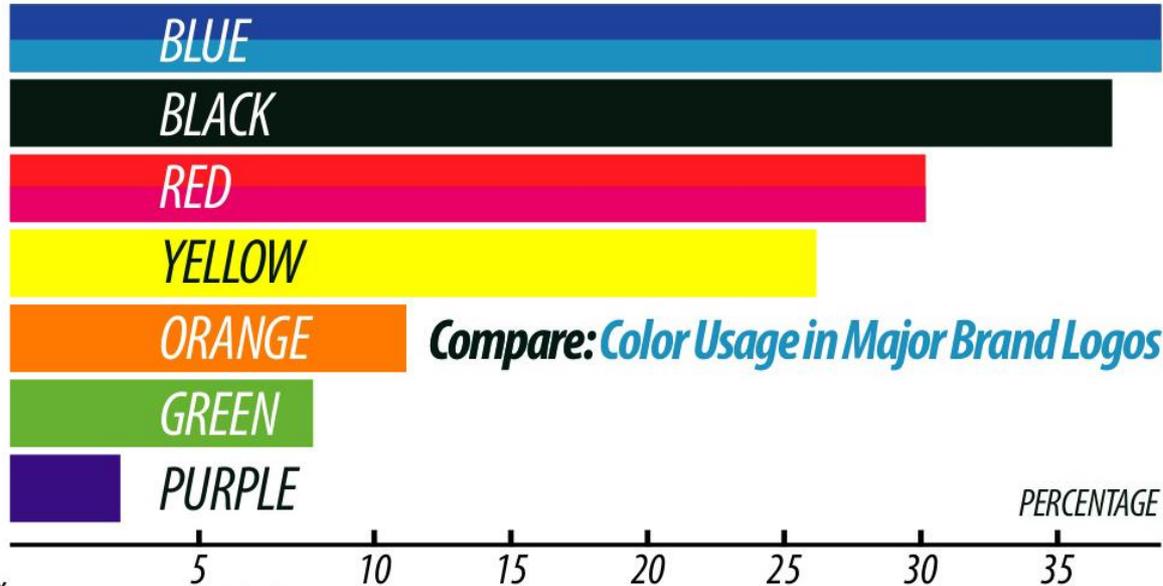
[Connections
between color &
branding.](#)

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COLOR & BRANDING

100 Most Valuable Brand* Logos & Color



*Source: **Forbes'** Most Valuable Brands of 2014

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HOW INFLUENTIAL IS COLOR?

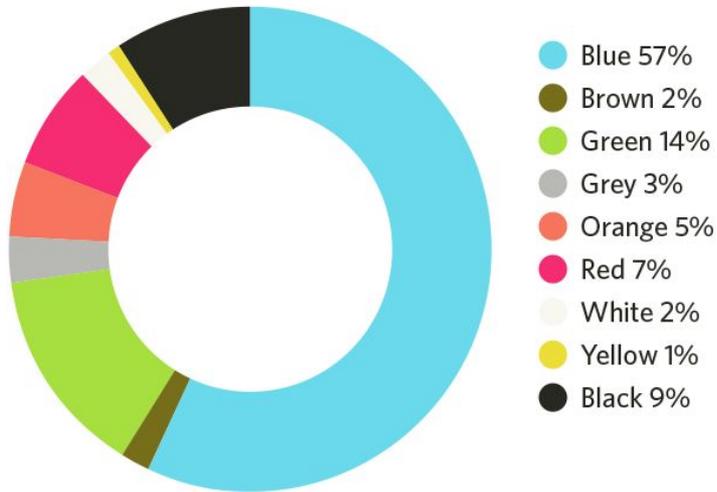
93% of purchasing judgements are made on visual perceptions

84.7% of consumers cite color as their main reason for buying a particular product

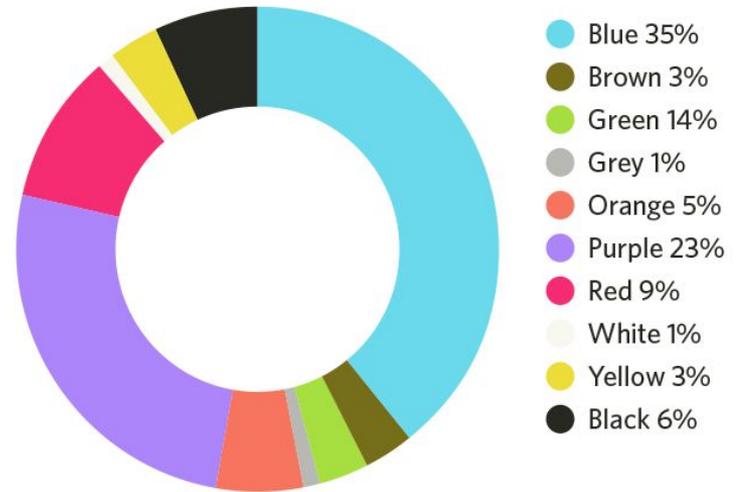
80% think color increases brand recognition

MEN'S AND WOMEN'S FAVORITE COLORS

Men

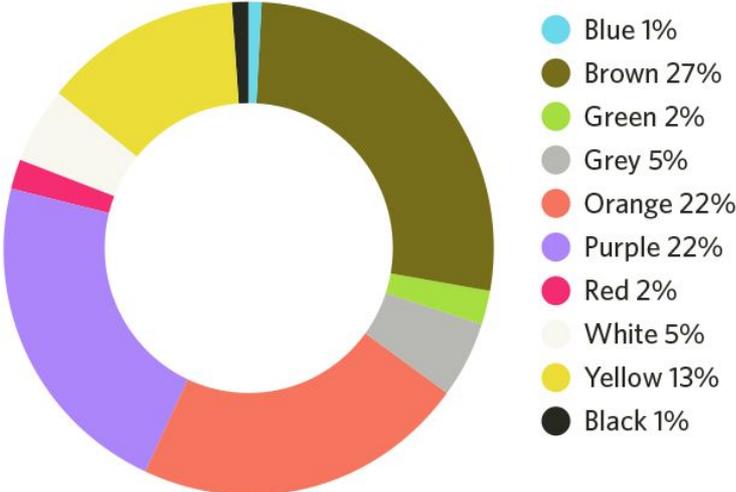


Women

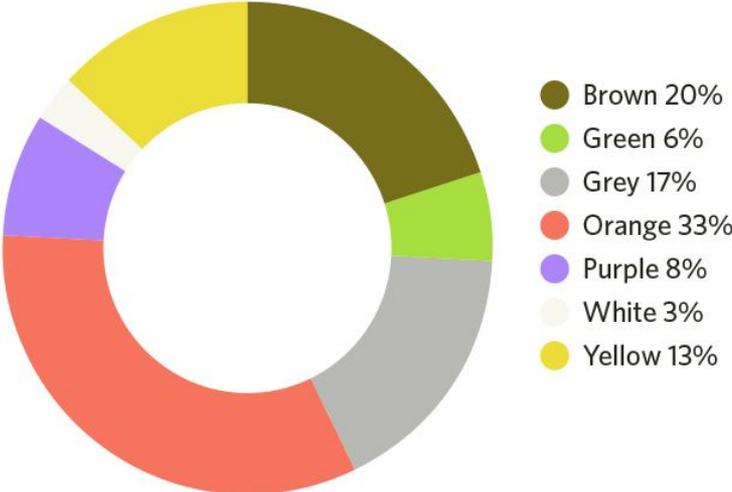


MEN'S AND WOMEN'S LEAST FAVORITE COLORS

Men



Women



BLUE

Secure, calm, honest, strong, caring, trustworthy



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RED

Energy, love, exciting, action, bold, passionate



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YELLOW

Logical, playful, optimistic, forward thinking, confident



ORANGE

Happy, sociable, friendly, affordable



GREEN

Growth, organic, natural, caring, fresh, earth



PURPLE

Imaginative, creative, nostalgic



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BLACK

Sophistication, luxury, seductive, formal, authority



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MULTI-COLOR

Multi-channel, positive, playful, bold, boundless



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TYPOGRAPHY & BRANDING



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The New York Times

Friday, October 25, 2013 Today's Paper 39°F

U.S. NEW YORK BUSINESS OPINION SPORTS ARTS FASHION & STYLE MOST EMAILED RECOMMENDED

D.



The Opin

EZEKIEL J. EMANUEL
How to Fix the Glitches
What went wrong on healthcare.gov, and what to do about it.

OP-DOCS
'Flo,' Portrait of a Street Photographer



By RILEY HOOPER

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TYPOGRAPHY & BRANDING

Make sure it communicates your message



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TYPOGRAPHY & BRANDING

It should be an extension of your brand voice.



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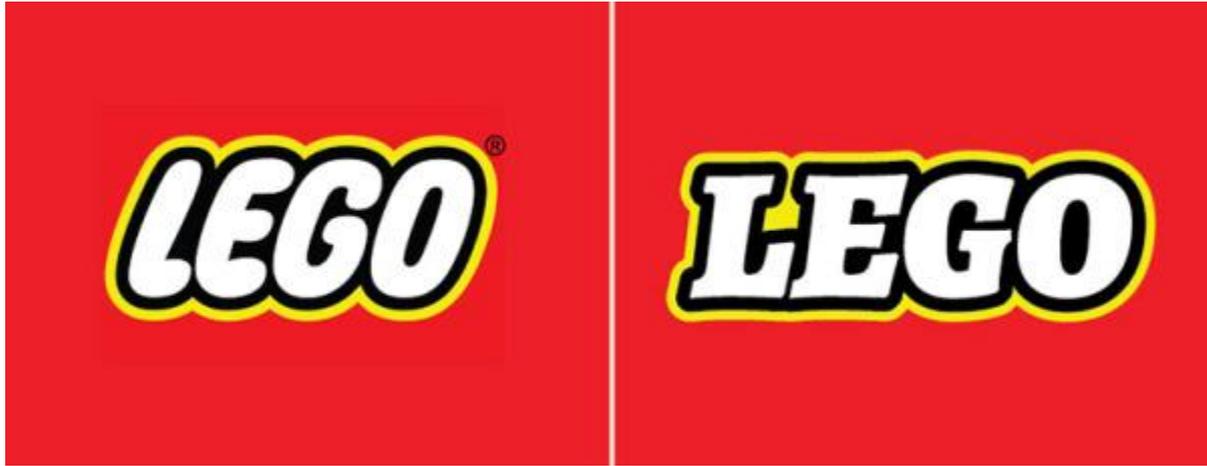
TYPOGRAPHY & BRANDING

It should have visual appeal.



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You Tube

You Tube

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TYPOGRAPHY & BRANDING

STEPS TO GOOD TYPOGRAPHY CHOICES

1. Consider your topic
2. Know your audience (especially their age)
3. Keep technology in mind
4. Trust your gut



THE SWEET MANUFACTURER PEZ USES A FONT THAT IS A VISUAL REPRESENTATION OF THE VERY SWEETS THEY SELL - IT'S PLAYFUL YET SIMPLE, JUST LIKE THE TOY MECHANISM THAT DISPENSES THEIR SWEETS.

HSBC USES A CLASSIC SERIF FONT IN UPPERCASE LETTERS PORTRAYING ITSELF AS:

- TRUSTWORTHY
- STRONG



HSBC



SCALING

GAP MADE ITS LOGO PARTICULARLY WIDE TO CREATE A DISTINCTIVE STYLE. USUALLY A REGULAR SCALE IS MOST APPROPRIATE BUT LOGOS LIKE GAP DEMONSTRATE HOW ALTERNATIVE DESIGNS CAN WORK.

SPACING

FEDEX HAS MINIMAL SPACING TO SUGGEST A TIGHT, PUNCTUAL SERVICE. SPACING REFERS TO THE GAPS BETWEEN THE LETTERS.



SHAPE

Our subconscious minds respond in different ways to different logo shapes.

Straight lines, circles, curves and jagged edges all imply different meanings.



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SHAPE - Circles, ovals & ellipses



- Positive emotional message
- Using a circle in a logo can suggest community, friendship, love, relationships, and unity
- Rings have an implication of marriage and partnership, suggesting stability and endurance
- Curves of any sort tend to be viewed as feminine in nature

SHAPE - Squares and triangles



- Straight edged logo shapes such as squares & triangles suggest stability in more practical terms and can be used to imply balance
- Straight lines and precise logo shapes also impart strength, professionalism and efficiency
- It has also been suggested that triangles have a good association with power, science, religion and law
- These tend to be viewed as masculine attributes

SHAPE - Vertical/horizontal lines



- Our subconscious minds associate vertical lines with masculinity, strength and aggression, while horizontal lines suggest community, tranquility and calm
- The implications of shape also extend to the typeface chose. Jagged, angular typefaces may appear as aggressive or dynamic. Soft, round letters give a youthful appeal

CASE STUDY

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39° F

CAPITAL GAZETTE

HOME CONNECT NEWS SPORTS ENTERTAINMENT LIFE OPINION OBITUARIES MARKETPLACE CLASSIFIED

HOT TOPICS 10 Ways To Know You Were An Annapolis Kid | Vote! 2015 Capital Readers Choice | Barbara Mikulski Retiring |

SEARCH



Home of the Week: Running into history with renovated 18th-century farmhouse

Who knew jogging had so many benefits?

Home of the Week: The Martiens of Edgewater [Pictures]

Home of the Week: Happy days revisited on the shores of Ramsay Lake

Connect with us

Life as a horror movie extra requires patience, eyeliner

Delegation approves \$100K loan for Crownsville treatment center

House panel kills Hogan's stormwater fee repeal

Major MARC, Amtrak delays Saturday after wheel of Amtrak train comes off track in Odenton

President Obama marks Selma civil rights milestone
5 minutes ago

2 Ferguson police

Maryland Primary Care Physicians Arundel Mills practice



Accepting New Patients

- ~ Same day acute appointments
- ~ Experienced primary care providers
- ~ We can treat your whole family: newborn to geriatric

Events Calendar

March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
10 am	COLLEGE: GETTING THERE FROM HERE Centre at Glen Burnie					

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CASE STUDY | *Capital Gazette*

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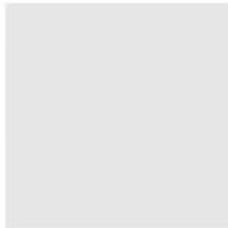
CASE STUDY | *Capital Gazette*



#064992
Hyperlink, Visual
Browse



#03254a
Section, Transporter



#294F70
Sub Section

#



#5d88b7
In Case You Missed It



#36689e
In Case You Missed It



#3e474c
In Case You Missed It



#d0c56d
LA Deals



#3D0D08
LA Deals



#9a5f59
In Case You Missed It

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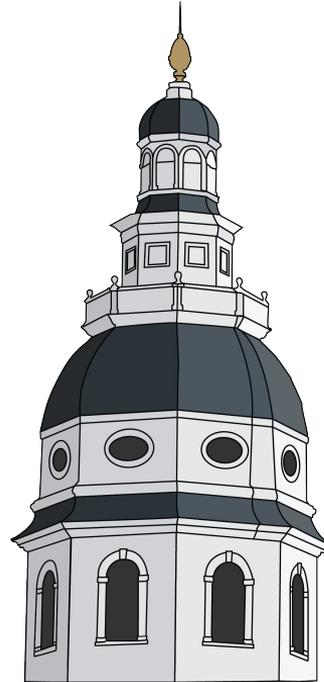
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CASE STUDY | *Capital Gazette*



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CASE STUDY | Capital Gazette

SECTIONS SEARCH

Capital Gazette

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LOG IN

TUESDAY MAR. 22, 2016

POPULAR ENEWSPAPER CALENDAR OBITUARIES CLASSIFIED REAL ESTATE JOBS AUTOS



A person died and another sustained injuries in a collision in Annapolis Monday night. (Courtesy Mike Hugg Media)

11:40 AM

Police investigating fatal collision in Annapolis

By Lauren Loricchio

A person died and another sustained injuries after a vehicle veered off the road and struck a tree in Annapolis Monday night, police said. At 10:39 p.m. Annapolis police received several calls about a collision on Bay Ridge Avenue and Forest Hills Avenue. When officers arrived at the scene, they...

► **2016 traffic fatalities in Anne Arundel County: Complete coverage**



FOR THE RECORD 10:35 AM

Pasadena man acquitted in police-involved shooting



NATION & WORLD 1:27 PM

Brussels attacks: 3rd bomb found; Americans hurt



GENERAL ASSEMBLY MAR. 21, 2016

Crossover day sees voting frenzy

FOR THE RECORD MAR. 21, 2016

Leopold deflects blame as civil trial begins

FOR THE RECORD 10:27 AM

Man arrested in connection with Severn burglary

FOR THE RECORD MAR. 21, 2016

Anne Arundel police charge man in death of missing Baltimore County man

HOME 10:54 AM

President Obama pledges U.S. support to Belgium after attacks

Popular MORE TRENDING

Contact Us



No more skirts: Female midshipmen to wear trousers at Naval Academy graduation

CASE STUDY | *Capital Gazette*

Pictures [VIEW ALL PICTURES](#)



6 PICTURES: Central Catholic vs. Southern Lehigh - girls... [VIEW GALLERY](#)

6 PICTURES: Wells Fargo building on Easton's Centre... [VIEW GALLERY](#)

6 PICTURES: Today's Photo Journal - February 26, 2015. [VIEW GALLERY](#)

6 PICTURES: Lehigh vs Bucknell mens basketball [VIEW GALLERY](#)

6 PICTURES: Saucon Valley High School production of... [VIEW GALLERY](#)

6 PICTURES: Parkland vs. District 11 4A boys... [VIEW GALLERY](#)

MVP **Rewards** [VIEW MORE REWARDS >](#)

NOMINATE SOMEONE SPECIAL to be one of the American Heart Association's 7TH ANNUAL **WOMEN OF HEART** Contest ending Wednesday, March 18, 2015

Women of Heart - Go Red for Women Contest Nominations [LEARN MORE >](#)

IS YOUR CAR THE UGLIEST IN THE VALLEY? [2015 AUTO SHOW](#)

LAST CHANCE TO ENTER: 2015 Auto Show Ugly Car Contest [LEARN MORE >](#)

THE MORNING CALL STORE [SHOP NOW](#)

The Morning Call Store - Spring Training Sale [LEARN MORE >](#)

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“Your smile is your **logo**, your personality is your **identity**,
How you leave others feeling after an experience with you
becomes your **brand/trademark**.”

- JAY DANZIE

PROJECT 4: LOGOS & BRANDING (10%)

Invent a company or publication. You may also use your personal brand. Use type, color and graphics to create a logo. You will create one horizontal logo and adapt that into a square logo that could be used on social media.

Grading Criteria: Overall design aesthetic, branding, consistency across platforms

DUE APRIL 25, BRING SKETCHES NEXT WEEK



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