



the brand experience

a pro guide to branding, finding your essence and building a brand that has your voice and is all about engagement

part 5
designing the brand

 fabipaolini.com
branding + design

part 5 designing the brand



Now that we have established all of the theories behind a brand comes the really fun part of The Brand Experience: designing the brand! You want to make a point of infusing your brand with the feeling behind all of the theory we talked about previously, making sure your essence comes across the visual imagery of the brand.

designing a **logo** [A logo is a symbol or design that symbolizes a brand or an organization. It's a visual mark that identifies your company product or service.]

what makes
a great logo



Logos cover a range of meaning. Some literally illustrate a product or service, others do it symbolically looking to represent the ideas and mission behind a brand and others look to capture the spirit or feeling behind it. The style of all of the visual elements that make up the brand add to it by helping define its identity. Putting it all together helps determine the voice or communication and personality of a product or service.

look + feel

Look and feel is the visual language that makes up a brand and expresses its point of view. It's a system based on colors, typography, images, symbols, and composition that makes a brand cohesive and differentiated. It's about all of the elements that are part of the logo and the imagery used by the brand. It's very important that there is consistency in all of the places where your audience will encounter your brand and that all elements are represented in a coherent way throughout. This should be in packaging, business cards, website, social media and brand experiences. When these elements are used consistently, you can build recognition in order to build brand equity.



part 5 designing the brand color

Color is one of the most important aspects when determining a logo color and can evoke certain feelings. Using your brand archetype is also helpful when determining the right color for your brand.



strong emotions - appetite - passion - intensity - love - energy - action
increases heart rate - stimulates appetite - creates urgency

Coca-Cola NETFLIX



love - sexuality - sweet - warmth - nurture - feminine
associated with feminine traits - vibrant youth

Barbie VICTORIA'S SECRET



happy - affordable - sociable - warmth - friendly - playfulness
creates call to action - represents a confident brand - impulsive shoppers

nick amazon.com



logical - forward - joyful - confident - alive - optimistic
shows clarity - represents optimism - window shoppers

McDonald's **IKEA**



growth - caring - organic - fresh - natural - earth
used to relax - wealth - health

WHOLE FOODS MARKET



secure - trustworthy - honest - calm - strong - trust
used in corporate business - security and trust - health

VISA facebook



imaginative - creative - nostalgic - glamour - power - luxury
beauty and anti-aging - used to calm - wise brand

YAHOO!



sophisticated - formal - luxury - seductive - authority - mystery
associated with formality - boldness

BBC TIFFANY & CO.

fonts

Just like color, font type also can evoke different feelings and reflect certain characteristics for your brand. Every font has unlimited potential if it's used in the right application.

types of
fonts and
feelings

serif
tradition
respect

**sans
serif**
modern - clean

script
elegance - luxury

handwriting
decorative
unique

things to take into consideration

Combination
OF FONTS

Number of
FONTS USED

Letter
SPACING

Font
WEIGHT

capitalization



part 5 designing the brand

Digital branding is one of the key elements to consider in today's world. Everything happens online and your brand has to be there too, making sure that its look and feel is maintained throughout every digital application as well. Having a website is one of the most important elements needed today. It's an investment that will bring your brand more equity and an opportunity to have more engagement with your audience.

reasons to
have a website



what makes a great website?

1

purpose: it's always about the end user. take into consideration what you want them to do in your site and how you want them to navigate it. site goals, audience needs, key messages and brand personality should be taken into account.

2

great design that is beautiful and makes the site memorable and simple at the same time. a well thought color palette that enhances the experience. balance and harmony. typefaces that are easy to read online.

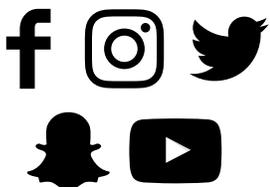
3

simple navigation that is user-friendly and easy for people to move around the site. good structure that makes it easy to understand. balance in the way each element is positioned looking for structure.

4

integration with your social media. search engine optimization (seo) that will help bring an audience to the site. mobile-friendly site that will allow users to visit from their devices.

social media



Social media marketing is key to increasing brand recognition and visibility. Using social media is taking advantage of other channels that boost your voice and content. Brands who engage on social media channels enjoy higher engagement and loyalty from customers and also bring more opportunities to convert sales. Of course, it must have the look and feel of your brand.