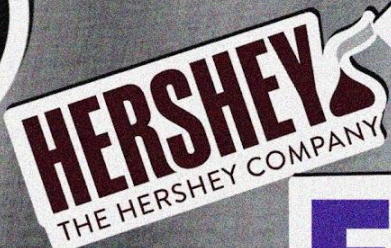
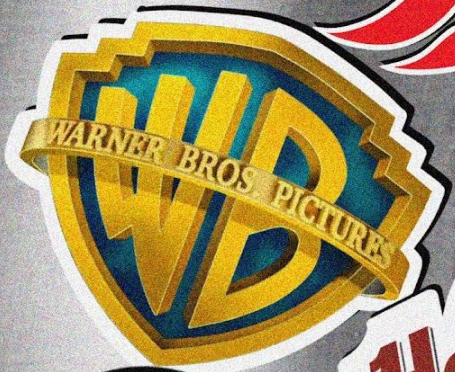


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THE BRAND DESIGN ISSUE

Ever wondered what attracts you to a brand before you even use the product? What makes you go to the store or fill your online cart to buy these goodies? Of course it is the advertising. But what makes even the adverts attractive? It is the Brand Design! In this issue we will explore design in branding and how it makes the product attractive enough to purchase.



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BRAND DESIGN - IN RETROSPECT

WHAT IS BRAND DESIGN?

Branding design creates a visual identity for a company, product, or service. This includes creating a logo, colour scheme, typography, and other visual components that will reflect the brand values across all marketing and promotional materials.

Branding design creates a memorable brand identity that conveys the brand's values and brand personality to the target audience. This comprises researching the target audience, market trends, and competitors. The best design practices are the used as tools to create a befitting visual identity. Branding design requires creativity, marketing, and technological expertise. Designers must create a visual identity that conveys the brand's message with aesthetic value. This visual identity is then used across marketing channels like websites, social media, and advertising efforts.

THE ORIGINS OF BRAND DESIGN

Brand design is not just picking a logo or colours. Brand design is the feel and messaging that a brand gives the audience by using tools like logos, colour palettes, fonts, design and other visual tools.

From brand marks on Egyptian tombs in 2700 BC to branding livestock to deter theft or loss, branding in some form or another has been around for ages. This meant that the primary purpose of branding was to claim ownership. When owners consistently produced quality goods and services, branding became a mark of excellence. Throughout centuries, the purpose of branding evolved little by little as its benefits were discovered. In buzzing markets, branding even sets you apart from competitors.

The technical aspects of branding have always involved a brand mark. Today we call this a logo. Others tools and techniques like colours, art patterns and mascots were seen on wrapping papers, print adverts and television commercials. Ever noticed the yellow and white stripes on the lining of a tub of fries from McDonalds? These visuals are a part of the brand identity of McDonald's.

In the past, colour and the right hex code were not top priority because printing was still developing colour accuracy and television was still black and white. Logos looked like illustrations from victorian children's books. This is because a simple and sleek logo did not need to be vectorised. Branding was not on multiple surfaces like glass doors of offices, billboards and company notepads.

If we notice, today, we need logos to be simple and memorable. The colours need to make an impact and branding design needs to stand out in an overflowing market of competition.

WHAT DOES A BRAND DESIGNER DO TODAY?

Normally, we associate the colour green with trees, freshness and a certain organic quality. This is why designing a logo for a tree-planting organisation in green would be conventional. In this case, the association with the colour green, lends itself to the brand personality that the company wishes to project. Companies use fonts, colours, logos, images and much more to build a “brand personality.” When you think of Red Bull, you think of power and energy. This is because the vivid reds and yellows along with the bold font and the imagery of the eponymous red bulls in the logo gives you that powerful impression.

When a brand designer takes up a new project, getting to know the company is pivotal. Usually, a meeting or two between the client and designer is essential. The bigger the brand and project, the more meetings are needed. In these meetings, the designer asks many questions about the company. Mission statement, company’s goals, service culture, nature of goods produced and so much more needs to be understood. This would be equivalent to getting to know a person. Once the designer understands the brand personality, they think up ways to use visual design to exhibit this personality.

WHAT IS CONSIDERED GOOD BRAND DESIGN?

The brand designer collects information through questionnaires, meetings & research. A good brand designer understands what information to express to the consumer & what to avoid. They use the visual language of brand design to effectively convey this information. To be a good brand designer, it is essential to be observant and a good listener. Nevertheless, even the best brand designers don’t always get it right in the first attempt. A hot tip would be to communicate with the client in the stage of making rough sketches. Rough work & communication are the little troubles you take in the beginning to avoid stress in the final stage of the project.

THE FUTURE OF BRAND DESIGN

WHAT WILL BRAND DESIGN LOOK LIKE IN THE FUTURE?

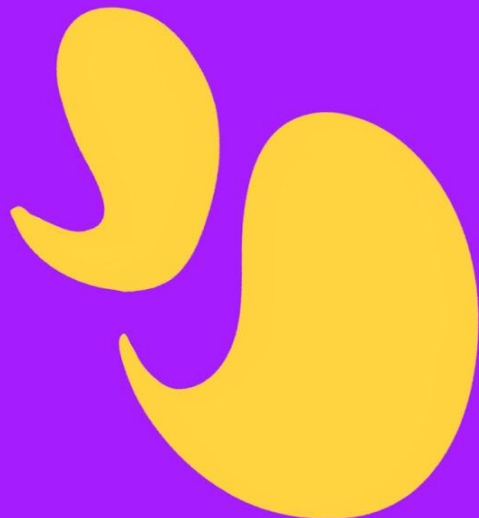
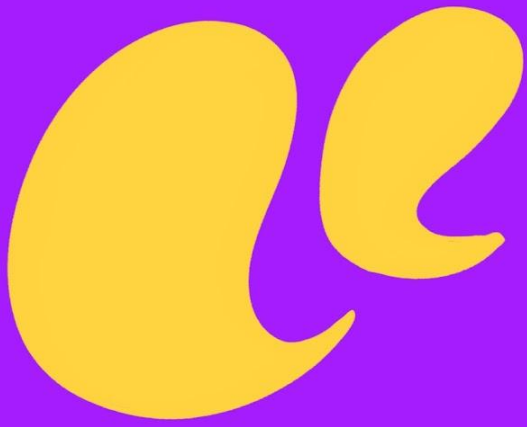
Today, we can say that the platform plays a big role in how we communicate. Decades ago, it might have been essential in brand design to make advertisement posters look attractive. Designers would have to pick colours that are print-friendly as a result. Fast-forward to today, with web and social platforms, brands need to have a “punchy” visual identity that doesn’t have to struggle too much for attention.

We might see a future where AI and sustainability might slowly becoming the crux of project proposals. Considering this, brand design might try to dodge AI manipulation and accommodate net-zero outcomes. Surely enough, brand designers will have to watch the sector like alert hawks who are just waiting to adapt to whatever the future throws at them.

Considering the trends in how companies operate today, “Carbon Credits” might influence branding. Perhaps, a brand designer might not just have to consult a printer before selecting colours but also select material designers for deciding package branding. Visual identity might have to appeal to international bodies that regulate companies and not just consumers. As we go further into the future, branding will not just have communicate the standards of the brand but also its aspirations.



The
Future



FACTY FACTORSON

In the top 100 brands in America,
about 33% of them use blue in their logo.

Beauty
co.

Speaking of blue, Mark Zuckerberg is colourblind.
He can see shades of blue in place of green and red.
This is one of the reason's why the Facebook logo is blue.

Beauty
co.

Sticking to the theme of colour... in the 70s,
the Apple logo was rainbow coloured to
reflect the launch of colour screen computers.

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ASK THE EDITOR

WHAT IS A CLIENT QUESTIONNAIRE AND HOW TO MAKE ONE?

Daniel - Parker, Colorado

In Brand Design, a client questionnaire is the treasure trove of information that will help you produce work that is closest to the client's requirements. There are numerous templates of client questionnaires online. But a good, standard questionnaire would ideally have questions about the company's values, preferred colours, preferred visual identity and so on.

A good rule to remember is "ethos, pathos, logos."

Ethos - understanding the brand on an ethical level (brand values)

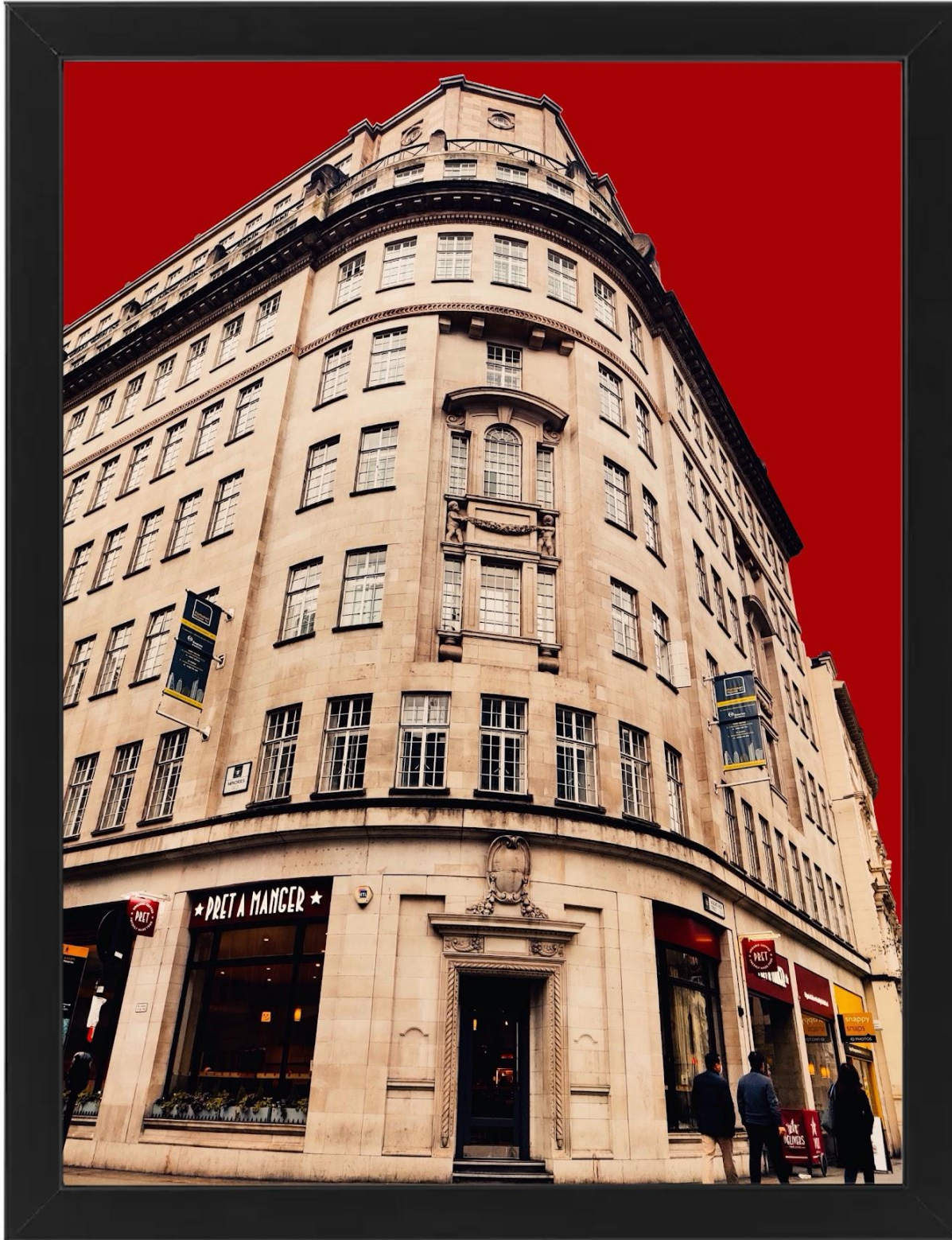
Pathos - understanding the brand on an emotional level (brand personality)

Logos - understanding the brand on a technical and logical level (visual identity)

The questionnaire should help you extract answers that will help you outline the ethos, pathos and logos of the brand.



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SNEAK PEEK OF THE NEXT ISSUE

THE FASHION DESIGN ISSUE

Need we say more?



