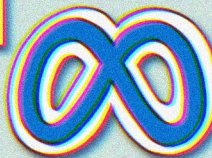
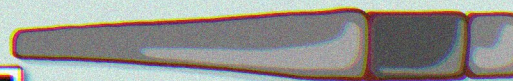
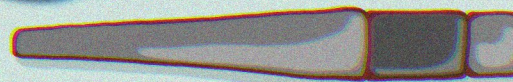
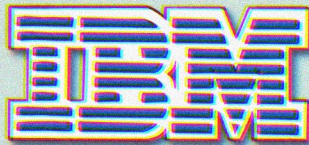


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Craving something?

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? What makes these products attractive in the advertisements? It is the Brand Design! In the Brand Design issue of Know Thy Art magazine, we will explore design in branding and how it makes the product attractive enough to turn an audience into a consumer.

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BRAND DESIGN: IN RETROSPECT



What is Brand Design?

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

Branding creates a memorable brand identity that conveys the brand's core values and brand personality to the target audience. Good brand design is done by researching the target audience, market trends, and competitors. The best design practices are used as tools to create a befitting visual language. Brand design requires creativity, market, and technological expertise. Designs should convey the company's messaging while maintaining aesthetic value. These designs are then used across marketing channels like websites, social media, and other advertising efforts.

The Origins of Brand Design

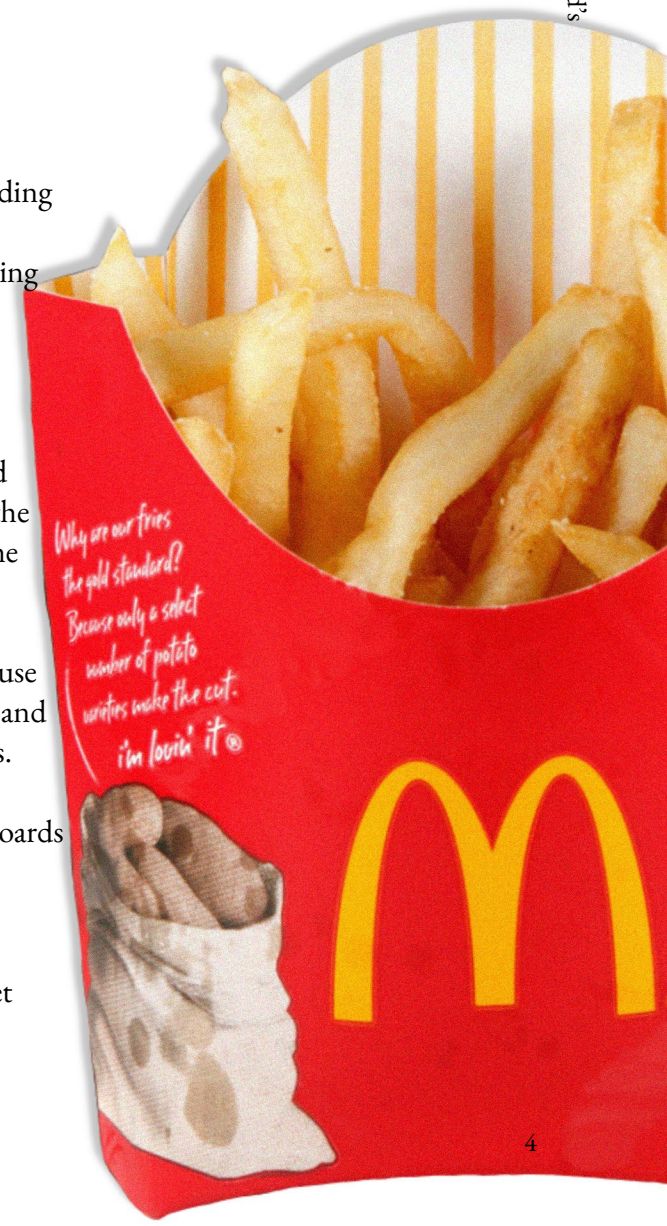
Brand design is not just picking a logo or colours. It is the feel and messaging that a brand gives the audience by using tools like logos, colour palettes, fonts, design and other elements. From brand marks on Egyptian tombs in 2700 BC to branding livestock to deter theft or loss, branding in some form 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. Other 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 McDonald's? These visuals are a part of the brand identity of McDonald's.

In the past, colour and the right hex code were not top priorities because printing was still developing colour accuracy and TVs were 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.

Today, we need logos to be simple and memorable. The colours need to make an impact and branding design needs to stand out in a market overflowing with competition.



BRAND DESIGN TODAY

Normally, we associate green with trees, freshness and a certain organic quality. For instance, it would be conventional to use green across the branding for a company that sells fresh produce. In this case, the association with green, lends itself to the brand personality 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. The vivid reds and yellows, along with the bold font and the imagery of the eponymous red bulls in the logo give you the impression of power and energy.

When a brand designer takes up a new project, getting to know the company is pivotal. Usually, a few meetings 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 all that needs to be understood. This would be equivalent to getting to know a person. Once the designer understands the brand personality, they think of ways to use visual design to express 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 imply and what to avoid. The elements and nuances of brand design are used 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 drawing rough sketches. Rough work & communication are the little troubles you take in the beginning to avoid stress in the final stage of the project.



SENSEI SPEAKS

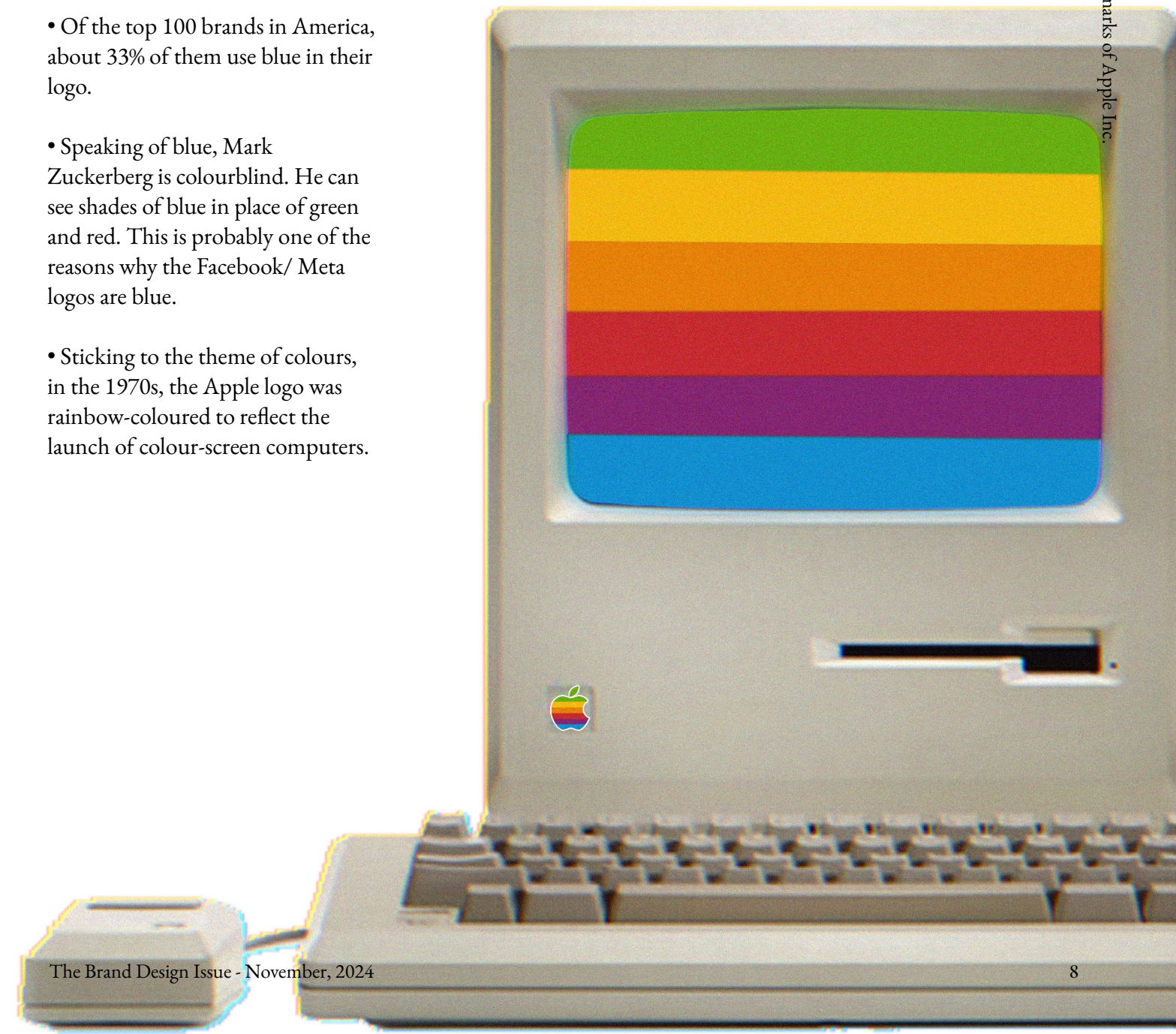
The brand is the story.
Design is the storytelling.

SUSAN SELLERS

(Senior Design Critic, Yale School of Art)

DID YOU KNOW?

- Of the top 100 brands in America, about 33% of them use blue in their logo.
- Speaking of blue, Mark Zuckerberg is colourblind. He can see shades of blue in place of green and red. This is probably one of the reasons why the Facebook/ Meta logos are blue.
- Sticking to the theme of colours, in the 1970s, the Apple logo was rainbow-coloured to reflect the launch of colour-screen computers.



ASK THE EDITOR

What is a client questionnaire and how do I make one?

- Daniel,
Colorado

In Brand Design, a client questionnaire is a 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 will let you extract answers that will help you outline the ethos, pathos and logos of the brand.



