

LOGO, IDENTITY, & BRANDING

YOUR LOGO IS NOT YOUR BRAND!

WHAT IS A LOGO?

- A logo is for identification
- A graphic representation or symbol that represents a person, a company, or a corporation.
- Often uniquely designed for ready recognition.
- A logo is the simplest way a company or organization can represent itself, through the use of a mark or icon.

LOGOS

If a company is widely recognizable, the logo can be used on its own as a symbol, without the company name at times.



A logo can also be purely typographic, when only the letters of the name make up to the logo and there is no additional symbol



WHAT IS AN IDENTITY?

- **Brand Identity is comprised of the visual aspects that form the brand**
- **Close attention is paid to executing a consistent experience for the viewer**



WHAT IS IDENTITY DESIGN?

- **The brand identity includes strict usage of colors, font families, graphic elements and other guidelines, usually detailed in a corporate identity guide**
- **The brand identity can include:**
 - The logo and it's variations
 - Marketing materials: flyers, brochures, books, websites
 - Stationary: letterhead, labels, envelopes, business cards
 - Messaging: advertisements, TV commercials
 - Signage
 - Apparel Design
 - Packaging and Products
 - Anything visual that represents the company

WHAT IS BRANDING?

- A Brand is a concept
- A organizations brand or branding is essentially their public image
- A designer can create the framework for a brand, colors, fonts, artwork, style...**BUT** the audience completes the brand through an emotional reaction with it

BRANDING EXAMPLE



I'm a PC.



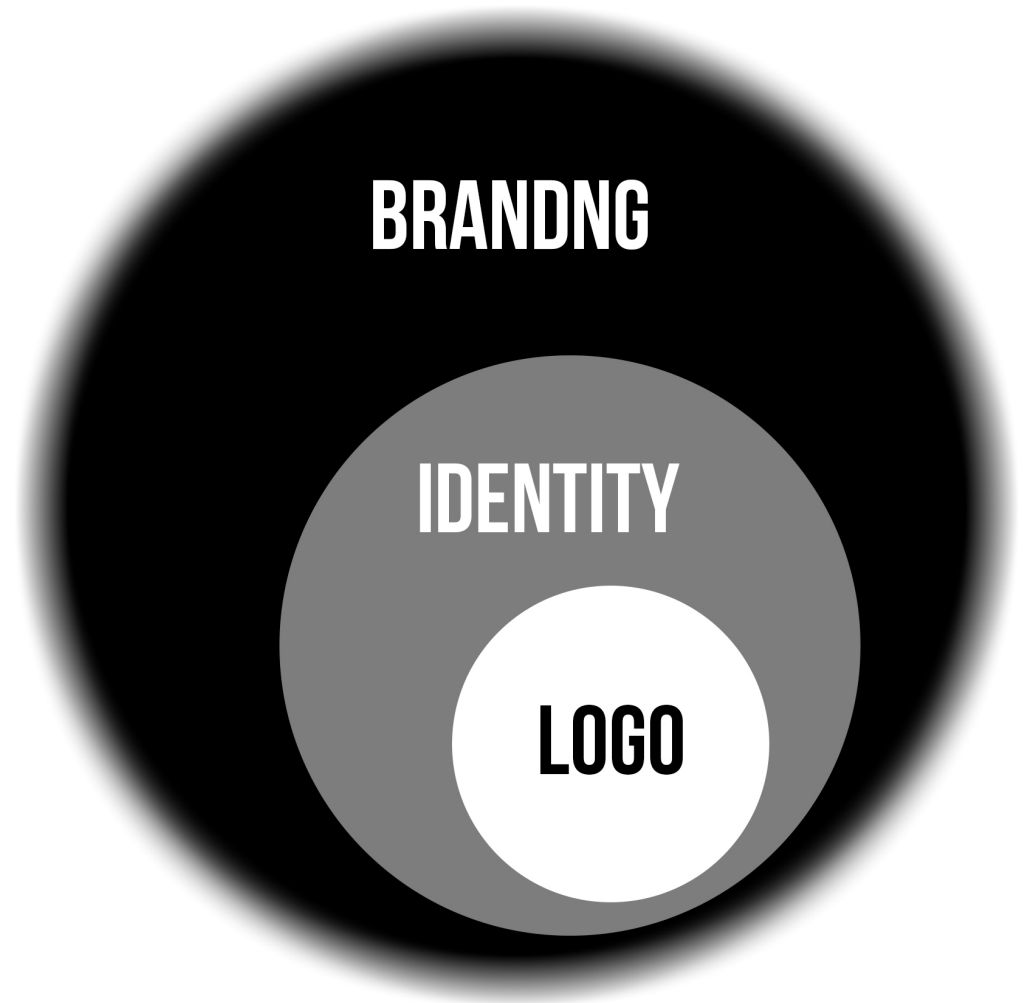
I'm a Mac.

- Apple is an IT company that projects a humanist image, positive corporate ethics, and support of good causes
- When people use the products they connect to the brand emotionally
- What is another example?



HOW DO THEY FIT TOGETHER?

- **Brand**
 - The perceived emotional corporate image as a whole
- **Identity**
 - The visual aspects that form part of the overall brand
- **Logo**
 - Identifies a business in its simplest form via the use of a mark or icon



RESOURCES

- [Logo, Brand Identity, Brand: What Is Branding?](#)
- [Branding, Brand Identity, and Logos Explained](#)
- [Difference Between a Logo, a Identity, and a Brand](#)