



BRANDING DESIGN

Brand Identity is essentially 'how' a business wants to be perceived by customers. Brand identity is the combined message transmitted via the brand name, logo, style and visuals. It differs from brand image. 'Brand identity' is constructed by the brand itself - with the goal of broadcasting a strong message to consumers - where brand image is the summary opinion formed within the market-place.



BRAND

The perceived emotional corporate image as a whole.



IDENTITY

The visual aspects that form part of the overall brand.



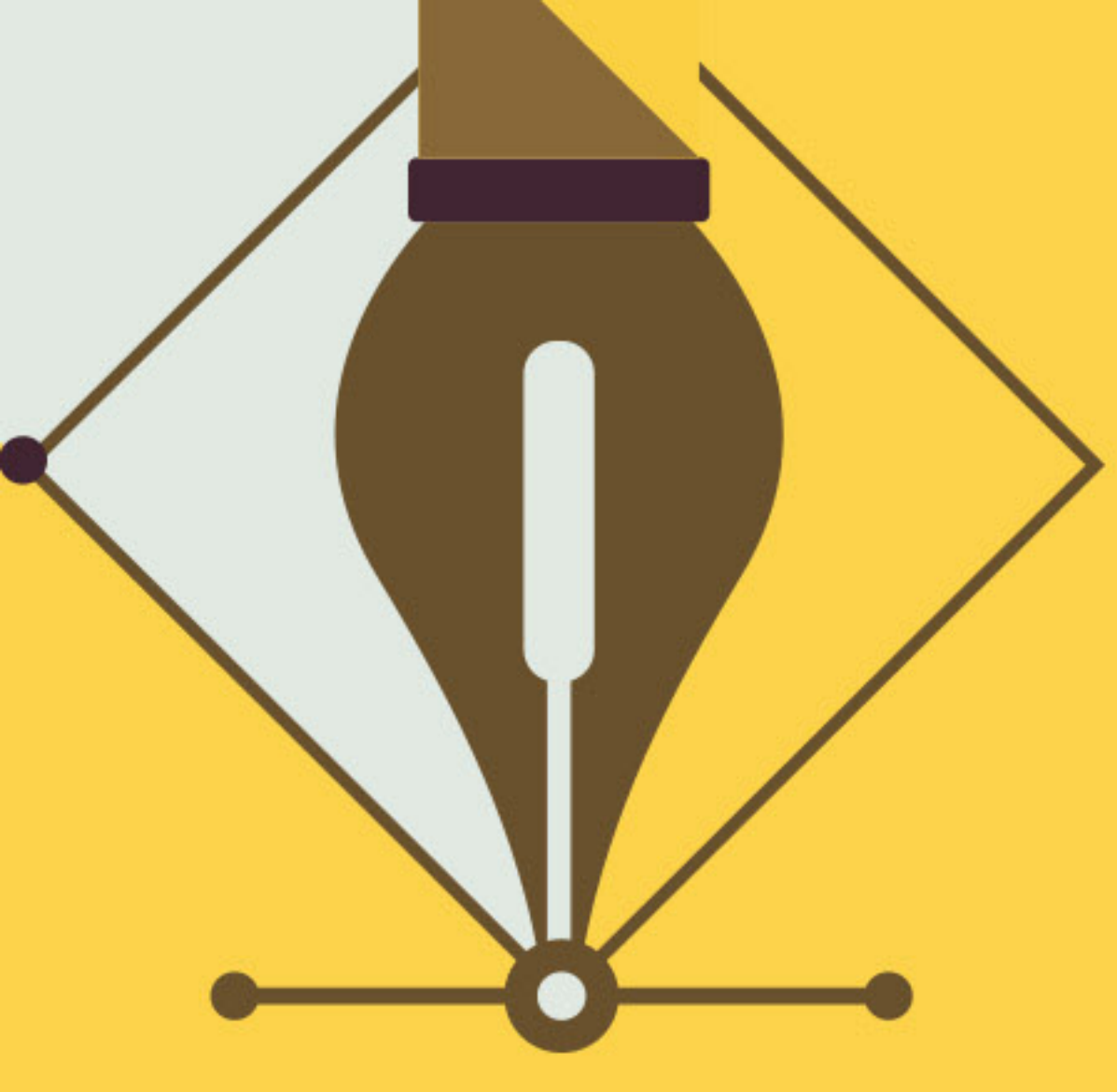
LOGO

A logo identifies a business in its simplest form via the use of a mark or icon.

Concept : 1



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BRANDING DESIGN

Concept : 2



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