

Introduction to branding

Does design matter?

Design fundamentals

- Target audience
- User-friendly
- Simple
- Typography, colour and composition

Research for clients

- Target audience
- Market segment
- Key selling points
- Goals for the website
- Brand identity

Branding

What is branding?

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Branding

- The idea of a product, company or service
- Visual
- Image
- Unique, differences
- Coke or Pepsi?



Logo

- Simple
- Memorable
- Timeless
- Versatile (Different platforms)
- Appropriate



Brand identity

Consistency and Integration

Lesson task

<https://noroff-content.gitlab.io/feu/design-1/intro-branding.html#lesson-task>