

Professional Branding & Logo Design

Module 1: Introduction to Branding

What is Branding?

Branding ≠ Logo

Branding =

- Logo (visual symbol)
- Colors (brand palette)
- Typography (fonts)
- Voice & Tone (how you communicate)
- Values (what you stand for)
- Personality (brand character)
- Positioning (market place)
- Customer Experience (all touchpoints)

Logo is just ONE part of branding.

Why Branding Matters:

- Recognition:** People remember you
 - Trust:** Professional appearance builds credibility
 - Differentiation:** Stand out from competitors
 - Value:** Strong brands charge premium prices
 - Loyalty:** Customers become advocates
 - Consistency:** Unified message across all platforms
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Famous Brand Examples:

Apple:

- Logo: Bitten apple (simple, memorable)
- Colors: White, gray, black (minimalist)
- Font: San Francisco (clean, modern)
- Values: Innovation, simplicity, premium quality
- Personality: Sophisticated, cutting-edge

Coca-Cola:

- Logo: Spencerian script (classic, recognizable)
- Colors: Red and white (energetic, happy)
- Font: Custom Spencerian script
- Values: Happiness, togetherness, refreshment
- Personality: Friendly, nostalgic, joyful

Nike:

- Logo: Swoosh (motion, speed)
 - Colors: Black, white, orange (athletic, bold)
 - Font: Futura Bold Condensed
 - Values: Performance, determination, inspiration
 - Personality: Motivational, athletic, bold
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Module 2: Logo Design Fundamentals

What Makes a Great Logo?

7 Principles of Effective Logo Design:

1. Simple

- Easy to recognize
- Not cluttered
- Works at any size
- Example: Nike swoosh, Apple

2. Memorable

- Distinctive
- Stands out
- Easy to recall
- Example: McDonald's arches, Twitter bird

3. Timeless

- Doesn't follow trendy styles
- Looks good 10+ years later
- Classic, not dated
- Example: Coca-Cola (unchanged since 1887)

4. Versatile

- Works in color AND black & white
- Scales from tiny (favicon) to huge (billboard)
- Looks good on any background
- Works horizontal AND vertical

5. Appropriate

- Fits the industry/audience
- Law firm = professional, serious
- Kids' brand = fun, colorful
- Matches brand personality

6. Unique

- Doesn't look like competitors
- Original concept
- Avoids clichés

7. Functional

- Reproduces well (print, screen, embroidery)
- Clear at small sizes

- Works in one color
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Logo Types:

1. Wordmark (Logotype):

Google Coca-Cola FedEx

- Text-only
 - Focus on typography
 - Best when: Company name is short, unique
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2. Lettermark (Monogram):

IBM HBO CNN NASA

- Initials/abbreviation
 - Best when: Long company name
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3. Icon/Symbol:

Apple Twitter Bird Nike Swoosh

- Graphic symbol only

- Best when: Established brand (everyone knows you)
 - Risky for new brands
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4. Combination Mark:

[Burger King logo] = Crown + Text

[Adidas logo] = Three stripes + Text

- Icon + Text together
 - Most common type
 - Best for most businesses
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5. Emblem:

[Starbucks] [Harley-Davidson] [NFL]

- Text inside symbol/shape
 - Traditional, badge-like
 - Works for: Schools, organizations, sports
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6. Abstract Mark:

[Pepsi globe] [Adidas flower] [Airbnb symbol]

- Abstract geometric shape
 - Unique concept
 - Requires explanation
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Logo Design Process:

Step 1: Research & Discovery (20%)

- Understand client/business
- Study competitors
- Define target audience
- Identify values and personality

Step 2: Brainstorming & Sketching (30%)

- Sketch 20-50 rough ideas (on paper!)
- Explore different concepts
- Don't judge yet, just generate ideas
- Look for visual metaphors

Step 3: Refinement (20%)

- Select top 3-5 concepts
- Develop digitally in Illustrator
- Test at different sizes
- Try variations (colors, layouts)

Step 4: Presentation (10%)

- Show client 2-3 final options
- Present on mockups (business card, website)
- Explain concept behind each
- Get feedback

Step 5: Finalization (20%)

- Refine chosen concept
 - Perfect details (spacing, alignment)
 - Create variations (horizontal, vertical, icon-only)
 - Prepare final files
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Module 3: Adobe Illustrator Basics

Why Illustrator for Logos?

Vector vs Raster:

Vector (Illustrator) Raster (Photoshop)

Made of paths/math Made of pixels

Scalable (any size) Fixed resolution

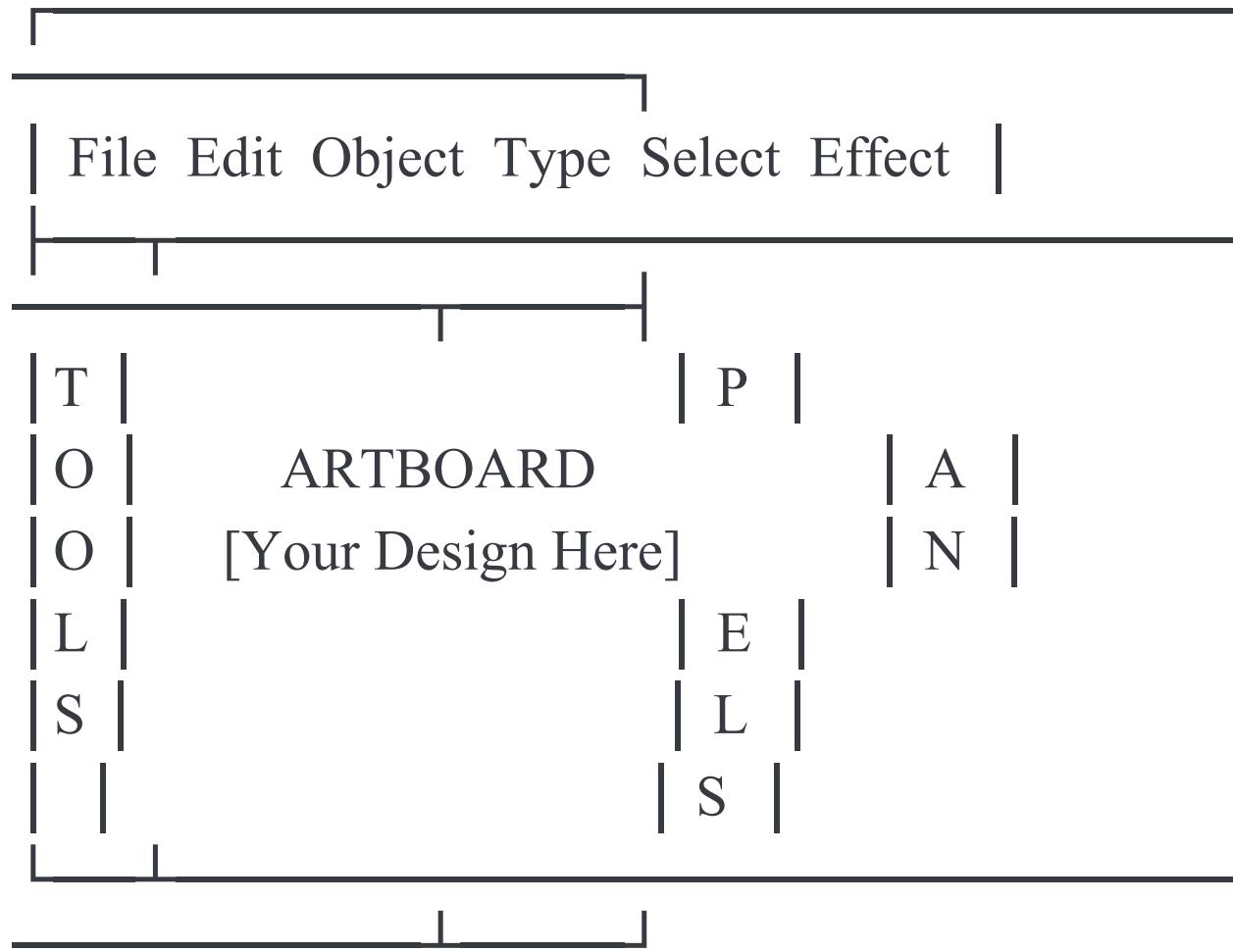
Small file size Large file size

Perfect for logos Perfect for photos

Sharp at any size Pixelated when enlarged

Logo = ALWAYS vector (Illustrator)

Illustrator Workspace:



Essential Illustrator Tools:

Selection Tools:

1. Selection Tool (V) - Select entire objects
2. Direct Selection Tool (A) - Select individual points

Drawing Tools:

3. Pen Tool (P) - Draw custom shapes
4. Pencil Tool (N) - Freehand drawing
5. Shape Tools (M, L, Rectangle) - Basic shapes
6. Pathfinder - Combine shapes

Type Tools:

7. Type Tool (T) - Add text
8. Type on Path - Text follows curve

Color Tools:

9. Eyedropper (I) - Pick colors
10. Gradient (G) - Color transitions

Transform Tools:

11. Rotate (R)
12. Scale (S)
13. Reflect (O) - Mirror
14. Shear - Slant

Pen Tool Mastery: Most Important Tool for Logos

How Pen Tool Works:

- Click = Create anchor point
- Click + Drag = Create curve
- Close path = Connect to first point

Practice Exercise:

1. Trace simple shapes (apple, leaf, heart)
2. Trace letters
3. Create custom icon

Pen Tool Tips:

- Fewer points = smoother curves
- Hold Alt = Switch between curve/corner
- Press Ctrl = Move points while drawing

Pathfinder Panel:

Combine Shapes to Create Complex Forms

Window → Pathfinder

Shape Modes:

1. Unite (merge shapes)

[Circle] + [Circle] = [Figure-8 shape]

2. Minus Front (subtract top shape)

[Square] - [Circle] = [Square with hole]

3. Intersect (keep only overlap)

[Circle] \cap [Circle] = [Lens shape]

4. Exclude (remove overlap)

[Circle] \oplus [Circle] = [Two crescents]

Module 4: Typography for Logo Design

Choosing Fonts for Logos:

Font Categories Review:

- **Serif:** Traditional, professional (law firms, universities)

- **Sans Serif:** Modern, clean (tech, minimalist brands)
 - **Script:** Elegant, personal (beauty, weddings, luxury)
 - **Display:** Bold, unique (entertainment, sports, creative)
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Font Selection Criteria:

1. Readability:

- Must be clear at small sizes
- Avoid overly decorative fonts

2. Personality Match:

- Playful brand = Rounded, bouncy font
- Serious brand = Strong, structured font
- Luxury brand = Elegant, refined font

3. Uniqueness:

- Avoid overused fonts (Comic Sans, Papyrus)
- Consider custom lettering for truly unique logos

4. Timelessness:

- Avoid trendy fonts

- Classic fonts age better
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Font Pairing for Combination Marks:

When logo has icon + text:

Example 1: Modern Tech Startup

Icon: Geometric, angular

Font: Montserrat (clean sans serif)

Example 2: Organic Food Brand

Icon: Hand-drawn leaf

Font: Libre Baskerville (elegant serif)

Example 3: Kids' Brand

Icon: Playful character

Font: Fredoka One (rounded, fun)

Custom Lettering:

Why Create Custom Letters?

- Truly unique
- Perfect fit for brand

- No licensing issues
- Premium, bespoke feel

Process:

1. Start with existing font as base
2. Modify letters in Illustrator
3. Adjust spacing (kerning)
4. Add unique touches
5. Convert to outlines (Type → Create Outlines)

Example Modifications:

- Extend a letter's tail
- Connect two letters (ligature)
- Add custom swash/flourish
- Adjust weight/thickness
- Round corners

Module 5: Color Theory for Branding

Choosing Brand Colors:

Number of Colors:

- **Primary Color:** Main brand color (1)
- **Secondary Colors:** Supporting colors (1-2)

- **Accent Colors:** Highlights, CTAs (1-2)
- **Neutral Colors:** Backgrounds, text (1-2 - gray, black, white)

Total: 3-6 colors in brand palette

Color Psychology (Review + Deeper Insights):

Red:

Feelings: Energy, passion, urgency, danger

Brands: Coca-Cola, Netflix, YouTube, Target

Use when: You want attention, excitement, appetite

Avoid when: Calm, relaxation needed

Blue:

Feelings: Trust, stability, professionalism, calm

Brands: Facebook, Twitter, LinkedIn, PayPal

Use when: Building trust, B2B, financial services

Avoid when: Food (suppresses appetite), energy brands

Green:

Feelings: Nature, growth, health, wealth

Brands: Whole Foods, Starbucks, Spotify, John Deere

Use when: Eco-friendly, health, organic, finance

Avoid when: Luxury (can feel cheap)

Yellow:

Feelings: Happiness, optimism, warmth, caution

Brands: McDonald's, IKEA, Snapchat

Use when: Fun, affordable, cheerful

Avoid when: Luxury, serious industries

Purple:

Feelings: Luxury, creativity, wisdom, spirituality

Brands: Cadbury, Hallmark, Twitch

Use when: Premium, creative, beauty

Avoid when: Masculine products, food

Orange:

Feelings: Friendly, energetic, affordable, fun

Brands: Nickelodeon, Fanta, Home Depot

Use when: Youth-focused, active brands

Avoid when: Luxury, serious professional services

Black:

Feelings: Sophisticated, powerful, elegant, timeless

Brands: Chanel, Nike, Adidas, Apple

Use when: Luxury, premium, minimalist

Avoid when: Budget-friendly, cheerful brands

White:

Feelings: Pure, clean, simple, modern

Brands: Apple (with gray), Tesla

Use when: Minimalism, cleanliness, medical

Note: Usually used as background/secondary

Color Combinations That Work:

1. Complementary (High Contrast):

Blue + Orange (LinkedIn + accent)

Red + Green (Christmas, avoid cliché)

Purple + Yellow (Lakers, FedEx)

- Vibrant, attention-grabbing
- Use one as dominant, other as accent

2. Analogous (Harmonious):

Blue + Teal + Green (calm, nature)

Red + Orange + Yellow (warm, energetic)

- Pleasing, easy on eyes
- Professional yet colorful

3. Triadic (Balanced Energy):

Red + Blue + Yellow (primary colors)

Orange + Green + Purple (secondary)

- Vibrant but balanced
- Youthful, playful

4. Monochromatic (Sophisticated):

Navy + Medium Blue + Light Blue

Charcoal + Gray + Light Gray

- Elegant, professional
 - Easy to execute
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Testing Logo Colors:

Always Create These Versions:

1. **Full Color - Main version**

- 2. Black & White** - For simple printing
- 3. Grayscale** - For newspapers, faxes (rare now)
- 4. Reversed** (white on dark) - For dark backgrounds

If logo doesn't work in black & white, redesign it.

Module 6: Creating Logos in Illustrator

****Project 1: Letter**

mark Logo**

Goal: Create "AB" monogram logo

Step 1: Set Up Document

- File → New
- Width: 1000px, Height: 1000px
- Color Mode: RGB (for now, convert to CMYK for print later)

Step 2: Type Letters

- Type Tool (T)
- Type "AB" in strong, bold font (e.g., Montserrat Black)
- Size: Large (200pt+)

Step 3: Convert to Outlines

- Select text
- Type → Create Outlines (Ctrl+Shift+O)
- Now editable as shapes

Step 4: Overlap Letters

- Use Selection Tool (V)
- Position "A" and "B" overlapping slightly
- Interesting overlap creates connection

Step 5: Pathfinder Magic

- Select both letters
- Window → Pathfinder
- Try "Unite" (merge into one shape)
- OR try "Minus Front" (cut one from other)
- Experiment!

Step 6: Refine

- Use Direct Selection Tool (A)
- Adjust anchor points
- Smooth curves
- Perfect spacing

Step 7: Add Color

- Choose brand color
- Apply to logo
- Save color in Swatches panel

Step 8: Create Variations

- Duplicate artboard (Artboard Tool)
 - Create horizontal version
 - Create stacked version
 - Create icon-only version
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Project 2: Icon + Text Logo (Combination Mark)

Goal: Design coffee shop logo with cup icon + text

Step 1: Sketch Concept

- Draw rough ideas on paper first
- Choose best concept

Step 2: Create Icon with Basic Shapes

- Use Ellipse Tool (L) for cup shape
- Rectangle Tool (M) for handle
- Pathfinder to combine/subtract shapes
- Add steam lines (curved paths)

Step 3: Refine Icon with Pen Tool

- Trace over rough shapes
- Create smooth, perfect curves
- Delete construction shapes

Step 4: Add Text

- Type coffee shop name
- Choose appropriate font (warm, friendly)
- Size appropriately next to icon

Step 5: Align Elements

- Window → Align
- Center align icon and text
- Adjust spacing

Step 6: Apply Color

- Icon: Brown (coffee color)
- Text: Dark brown or black
- Test in black & white

Step 7: Create Lockup Variations

Horizontal: [Icon] Coffee Shop

Vertical: [Icon]

Coffee Shop

Icon Only: [Icon]

Text Only: Coffee Shop

Project 3: Abstract Geometric Logo

Goal: Create modern, abstract tech brand logo

Step 1: Create Grid

- View → Show Grid (Ctrl+')
- Helps align shapes perfectly

Step 2: Draw Basic Geometric Shapes

- Circles, triangles, squares
- Use Shift key to constrain proportions

Step 3: Experiment with Pathfinder

- Overlap shapes
- Unite, intersect, exclude
- Create interesting forms

Step 4: Rotate & Reflect

- Right-click → Transform → Rotate
- Create symmetry
- Try 45°, 60°, 120° rotations

Step 5: Apply Gradient (Optional)

- Select shape
- Gradient Tool (G)
- Choose two brand colors
- Adjust angle

Step 6: Simplify

- Remove unnecessary elements
- "Less is more"
- Aim for simple, memorable shape

Step 7: Add Company Name

- Clean, modern font
 - Position below or beside icon
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Module 7: Brand Identity System

What is a Brand Identity System?

Complete visual identity includes:

Brand Identity System =

- |— Primary Logo (main version)
- |— Secondary Logo (alternative layout)
- |— Logo Variations (horizontal, vertical, icon)

- └─ Color Palette (primary, secondary, accent, neutrals)
 - └─ Typography (heading font, body font, sizes)
 - └─ Imagery Style (photo style, illustrations)
 - └─ Graphic Elements (patterns, icons, shapes)
 - └─ Applications
 - └─ Business Card
 - └─ Letterhead
 - └─ Email Signature
 - └─ Social Media Templates
 - └─ Website Mockup
 - └─ Brand Guidelines (PDF explaining all above)
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Creating Business Card:

Standard Size: 3.5" x 2" (or 90mm x 50mm international)

Setup in Illustrator:

- File → New
- Width: 3.5 in, Height: 2 in
- Bleed: 0.125 in

