Brand Identity

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4-6-2016



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6 April 2016

Web design

Period: 3

Designing a brand that is unique to you and having it be a strong one is a hard task. You really want people to identify the brand and be able to recognize and associate it with everyday things, or feelings, or eternal emotions. Those things help people come to know your brand. There are ways to strengthen how well people recognize and remember the brand, like uniqueness of the logo, the catchphrase or slogan, and how well the brand is presented to the people. That is the key to having a strong, memorable brand.

When designing a brand, you should have some sort of backing and help. Of course you can think this all through yourself. Remember: you want to bring a uniqueness to your brand, that is a strenghty trait. A way to do that is having a good logo, think of what company or business you’re planning and go for an idea. You should design the logo without color first, it helps if you need a specific color scheme so just start with the basics. Remember, it doesn’t just have to do with a logo, keep it simple but recognizable, this is important to think about when designing. Look at examples of simple, memorable logos just remember to make it all you, don’t try to mimic another’s design. Take notes and tips of sorts, it will help in the way of creating a brandmark.

A catchphrase is a buld upon the workings of your brand. There are so many catchphrases out there that are shown almost everyday, and when hearing one you can almost immediately call out the brand. The idea and creation of a slogan can really be benificial, these kind of things can get stuck in someone’s head which can be effective. There are many ways to make a good slogan and there are a few things to think of when making one. Does it show you are a trustworthy brand? Does it show what the viewer is to expect of the brand? Does it in anyway show the effectiveness of the company or business? The key is to also appeal in an emotional sense, tug at the heartstrings. Try to keep it semi-simple and understandable for everyone, but don’t make it seem all monotone or robotic to a point where there is no life to the phrase.

Presenting your brand to the people, seems fairly easy right? Well that all depends on who you are targeting as a market or who you are aiming towards. People tend to go for brands that show marketing towards the specific people they were shooting for. This is important to take in, wrong market may not like it. You also don’t want your brand to come off as hostile or rude. This is a good marketing ability when you are able to sign off to the proper crowd rather than toss it on top of someone.

Making a strong memorable brand is a good kind of knowledge to have. Knowing the way to push out a unique logo, memorable slogan, or just simpily showing your brand to the world is a hefty job. But with the right mindset and research into such topics, you will have a brand known by many in no time. It is important you know who and what your brand is aiming for and important that you keep it semi-simplistic.

Works cited

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