

VISUEL IDENTITET

- fra inspirations-moodboard til design guide

Tema 5 - feb 2019

Louise Ea Holbek (LOEH)

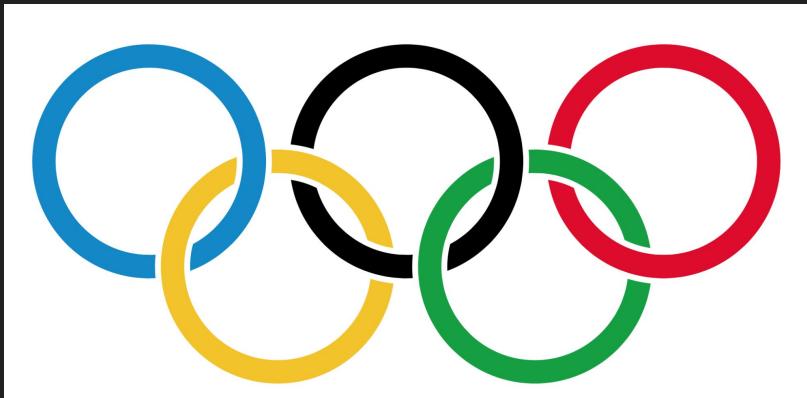
Hvad er en visuel identitet?



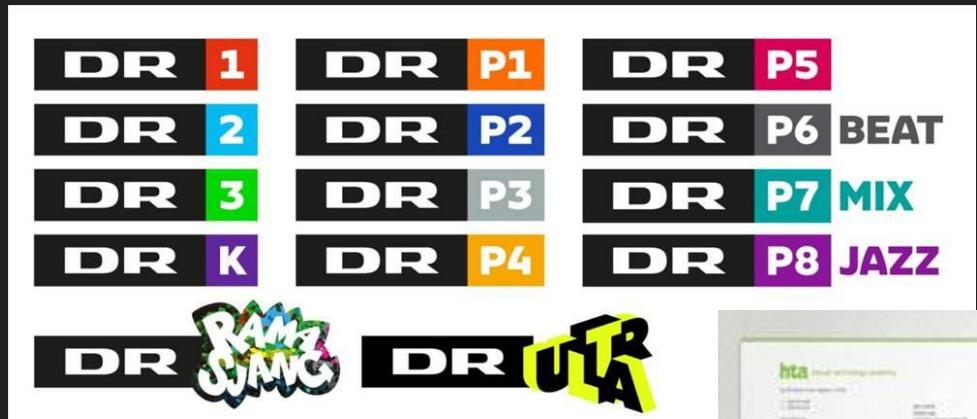


- Virksomhedens 'ansigt' eller DNA - Det skal være nemt for modtageren at afkode, hvem afsenderen er!
- Handler om at oversætte virksomheden / klientens mål, visioner og værdier til et visuelt sprog gennem elementer som...

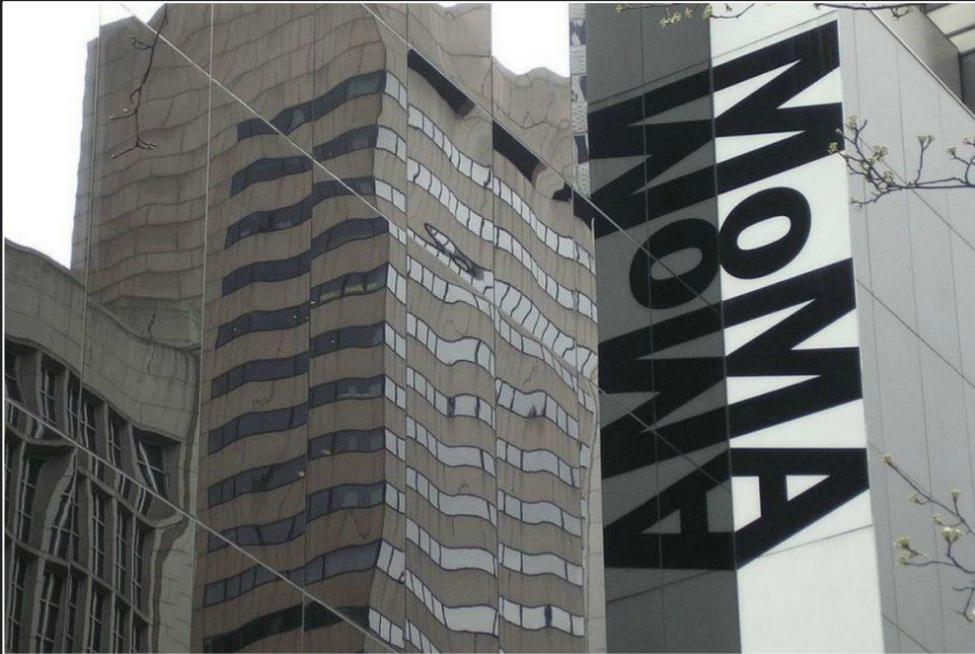
1) LOGOET



2) FARVER



3) TYPOGRAFI



4) GRAFISKE ELEMENTER



5) BILLEDSTIL



ferm
LIVING

webshop

katalog aw18

kids

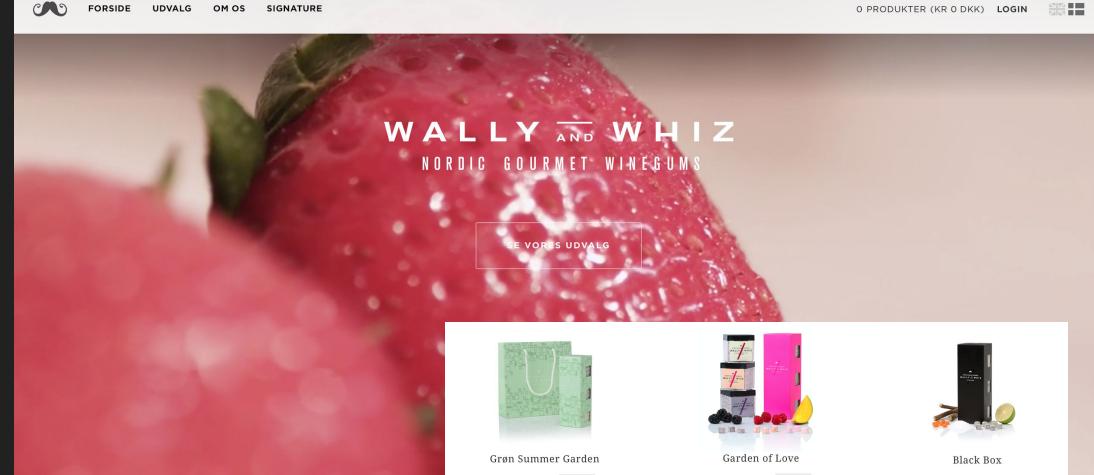
stories

store locator

SØG



Salon Puder Checked



Grøn Summer Garden

kr 165 DKK

KØB



Garden of Love

kr 165 DKK

KØB



Black Box

kr 165 DKK

KØB



Signature #3 DE Neergaard
Grape with Yuzu

kr 63 DKK

KØB



Æble med Stikkelsbær

kr 58 DKK

KØB



Solbær med Jordbær

kr 58 DKK

KØB

Den visuelle identitet udtrykkes i...

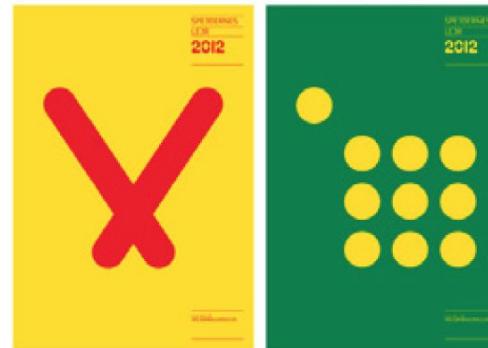
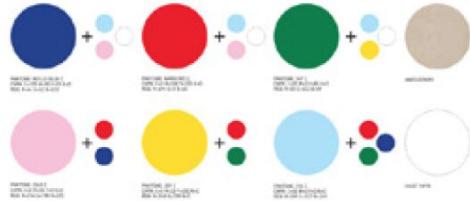
- De forskellige medieplatforme
(websites, apps, tv, sociale medier, videoer mm.)
- Alt printet materiale
(regninger, annoncer, visitkort, brevpapir, brochurer, roll-ups mm.)
- Diverse
(emballage, produkter, uniformer, indretning mm.)

SPEJDERNES LEJR

2012



CHEVIN BOLD *italic*
CHEVIN DEMIBOLD *italic*
CHEVIN MEDIUM *italic*
CHEVIN LIGHT *italic*
CHEVIN THIN *italic*



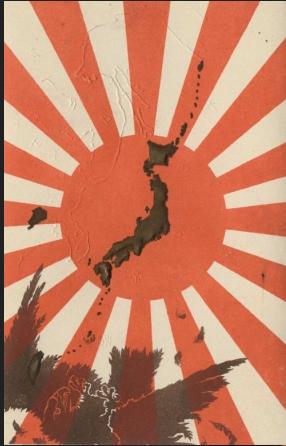
Eks. på en
visuel identitet

Fra inspirations-moodboard(s) →

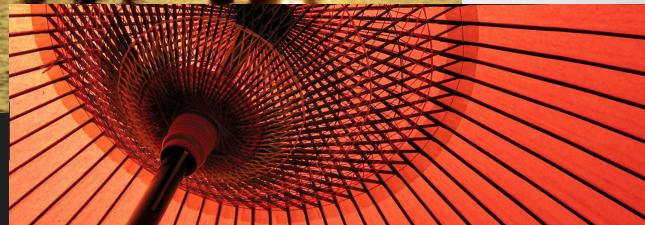
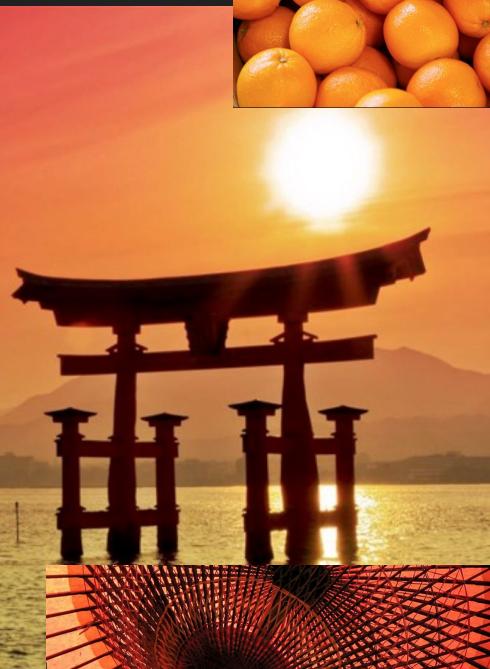
Præsentations-moodboard / Styletile →

Design manual / design guide...

Inspirations moodboard(s)



Japan
Orange
Sushi



Præsentations moodboard / styletile

Typografi

HEADLINE - ConduitTCS regular (Caps)

SUBHEADLINES - ConduitTCS light (Caps)

Bodytext - Helvetica regular

Farver



Tekstur



Billedstil



Design guide...

Hvor og hvornår har
man brug for en
design guide?



THINK OF IT LIKE A COOKBOOK

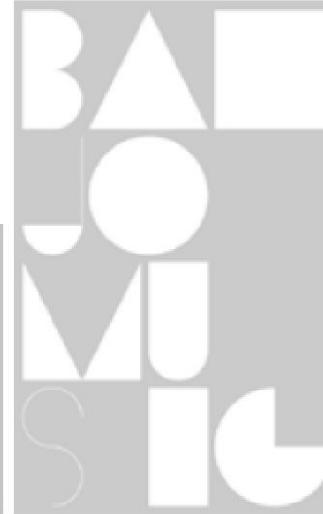
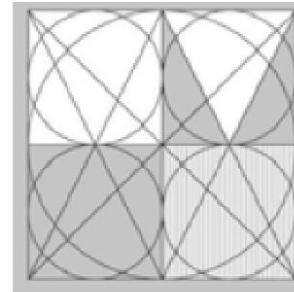


Kort om LOGOER

- skal det betyde noget?



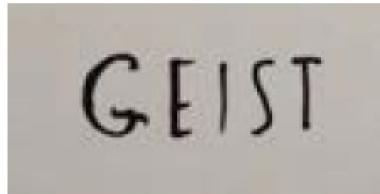
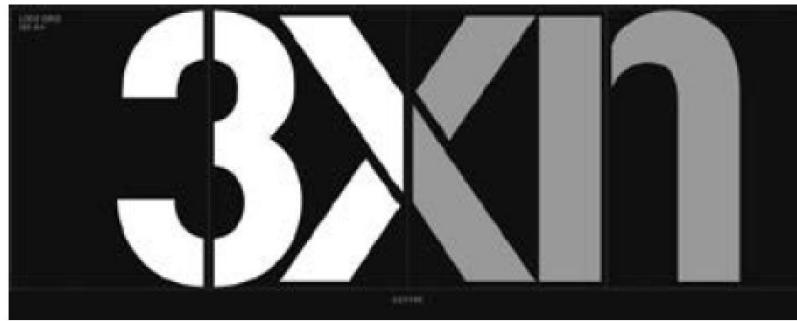
STATENS
KUNSTRÅD
DANISH ARTS COUNCIL



DEN ABSTRAKTE FORM



EN FIGUR I NAVNET



vipp



NAVNET SOM LOGO (logotype)



Shell

FIGURATIVE LOGO

Revitalisering af et logo



DSB 1889

Hjul med vinger



DSB 1990'erne

Abstrakt re-design

Revitalisering af et logo



1976, Ronald Wayne



1977, Rob Jonoff

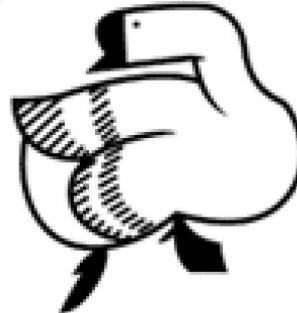


1984, Landor Associates



1998, Apple

Swan Real Estate



DÅRLIGE LOGOER...



Smashing
DJ DIRECTORY

Raster Graphic



Smashing
DJ DIRECTORY

Vector Graphic

... bruger pixel-baserede images



YOUR LOGO?

Cliche Globe

Downloaded: 300,000 times

VECTOR ILLUSTRATION

\$10

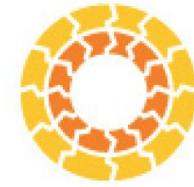
ADD TO SWAG

[View more like this?](#) | You have **0** Credibility.

... bruger stock art



Smashing



Smashing



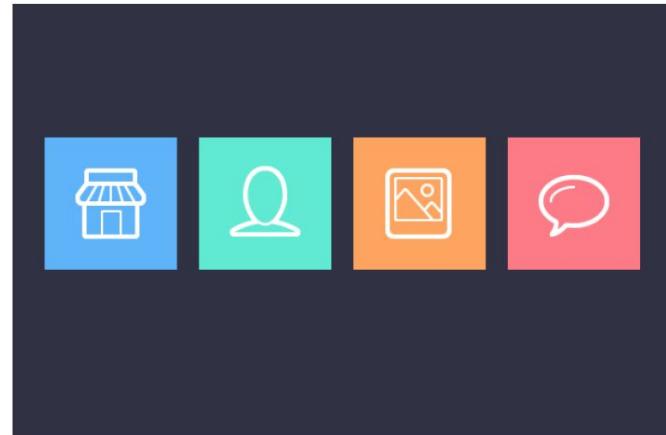
... bruger farver til at skabe effekt

Web 2.0



With love from TOTALLYSEVERE.com

Flat design



... er baseret på trends



... kopierer andres logoer

?