

TYPOGRAPHY

DEFINITION

Typography is the style and visual design of letters used in a brand's name or logo.

It helps show the brand's personality, tone, and identity through how the text looks.

OBJECTIVE



To make the brand recognizable and consistent by choosing a font that matches its message.

Typography helps people feel something about the brand before they even read the words.

EXAMPLES



Uses a cursive script font with flowing curves.
It feels warm, traditional, and friendly, suggesting authenticity and happiness.
The red color enhances its energy and festive spirit.



Uses a simple sans-serif font with rounded letters.
It looks modern, accessible, and positive, representing openness and innovation.
Each letter's color reinforces diversity and creativity.

KEY POINTS TO OBSERVE

Font Family : Serif (classic), Sans-serif (modern), Script (elegant), Decorative (artistic).

Weight : light, medium, or bold — affects emotion and presence.

Letter Shape : round = soft and friendly / sharp = techy or dynamic.

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LOGOS

DEFINITION

A logo is a symbol or design that represents a brand, company, or product. It helps people recognize and remember the brand without reading its name.

OBJECTIVE



To create a strong visual identity that is instantly recognizable, even without text. It must express the values and personality of the brand through simple shapes and colors

EXAMPLES



Minimal shape, symbol of innovation and simplicity.



The siren tells a story and represents tradition and global presence.



The three stripes symbolize performance and movement.

KEY POINTS TO OBSERVE

- **Shape** : Recognizable and balanced
- **Simplicity** : Easy to remember at first glance
- **Meaning** : Does the icon express an idea or value ?
- **Balance** : Harmonious proportions and symmetry
- **Color** : Does it match the emotion or message of the brand ?
- **Versatility** : Does it work in black & white or small sizes ?

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SLOGAN

DEFINITION

A slogan is a short and memorable phrase that expresses a brand's message, promise, or spirit. It helps people instantly remember the brand and connect emotionally with its values.

OBJECTIVE



To summarize the brand's personality in just a few words. A good slogan inspires, builds trust, and makes people associate positive feelings with the brand. It should be easy to say and easy to remember.

EXAMPLES



Nike – "Just Do It." A bold and motivating phrase that inspires action and confidence. It connects emotionally with people by encouraging them to push limits.

L'Oréal – "Because You're Worth It." Emphasizes self-confidence and empowerment. It creates an emotional bond by valuing the customer's individuality.

L'ORÉAL
PARIS

KEY POINTS TO OBSERVE

- **Length :** Short and easy to remember (5–8 words max).
- **Tone :** Motivational, emotional, or humorous — depending on the brand.
- **Clarity :** Clear meaning that communicates the brand's message.

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COLORS

DEFINITION

Colors are one of the most powerful visual elements of a brand's identity. They influence how people feel, react, and remember the brand. Each color carries psychological meanings and helps convey the brand's message without words.

OBJECTIVE



To make the brand recognizable and emotionally engaging through color choice.
Colors are used to express personality, create harmony, and differentiate the brand from competitors.

EXAMPLES

Coca-Cola - Red :



Symbol of energy, passion, and excitement.
Red makes the brand stand out, increases appetite, and expresses enthusiasm.
It fits a joyful, social, and dynamic image.



Facebook - Blue :

Symbol of trust, calm, and communication.
Blue gives a feeling of reliability and stability, ideal for a social platform.
It reassures users and makes them feel connected.

KEY POINTS TO OBSERVE

- **Main Color :** What is the dominant color of the brand?
- **Color Combinations :** Do they complement or contrast each other?
- **Emotion :** What feeling does the color evoke (trust, energy, luxury...)?

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BRAND IDENTITY

DEFINITION

Brand identity is the set of visual, emotional, and conceptual elements that define how a brand is perceived. It includes everything from the logo, colors, and typography to the tone of communication and customer experience.

OBJECTIVE



To build a strong, consistent, and memorable image that people recognize instantly. A clear identity helps create trust, credibility, and emotional connection with customers.

EXAMPLES



Apple

Sleek, minimalist visuals and innovative tone. Reflects creativity, premium quality, and simplicity. Every element — from the logo to the packaging — feels consistent and modern.



McDonald's

Bright colors, round typography, and a friendly tone. Conveys joy, accessibility, and family moments. The "M" golden arches are recognized worldwide, reinforcing its fun and welcoming identity.

KEY POINTS TO OBSERVE

- **Consistency** : Do all visuals (logo, colors, fonts) match each other?
- **Values** : What ideas or emotions does the brand communicate?

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ANSWERS

LOGO MINI GAMES :



: Burger King



: Domino's



: SAMSUNG



: LACOSTE

TYPOGRAPHY MINI GAMES :

Bonne Maman. : Bonne Maman.
Bonne Maman.

LOUIS VUITTON : LOUIS VUITTON
LOUIS VUITTON

Good luck : Coca-Cola

GUESS ME : Disney

BRAND IDENTITY MINI GAMES :

With which tools can we stock a database ? A

How does a well-defined tone of voice support a brand identity ? A

What is a brand's tone of voice ? A

Why is aligning visual identity with tone of voice important ? B

COLORS MINI GAMES :



: Burger King

Google



=



: McDonald's

FANTA



=

SLOGAN MINI GAMES :

Think different : Apple

Life is beautiful, for adults and children : Haribo

Because you are worth it : L'oréal

Just do it : Nike

ANSWERS

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: Burger King



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: SAMSUNG



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