# **Week 8: Branding & Logo Design**

### **Lecture Notes**

#### **1. The Psychology of Branding**

Brand identity is structured around **multi-dimensional perception models** that influence consumer behavior. **Core branding principles** include:

* **Semantic Symbol Encoding (SSE)** – The process of embedding **subconscious associative meanings** within a brand's **visual identity**.
* **Chromatic Branding Dynamics (CBD)** – The use of **color-based psychological triggers** to influence brand recall and engagement.
* **Glyph Structure Memorability (GSM)** – The strategic construction of **typographic-based logo forms** that optimize **neurological imprinting**.

#### **2. Logo Composition & Design Theory**

Logos operate within a **multi-tier structural hierarchy**, consisting of:

* **Primary Geometric Weighting** – The **balance of negative and positive space** to achieve aesthetic harmony.
* **Modular Vector Reduction (MVR)** – The process of **distilling complex brand identities** into **minimalist glyph formations**.
* **Adaptive Logo Scaling (ALS)** – Ensuring brand icons remain **resolution-independent across digital and print media**.

#### **3. Multi-Platform Brand Identity Application**

Modern brands must **maintain coherence across digital interfaces**:

* **Parallax Branding Integration** – Designing logos that adapt dynamically to **depth-based UI environments**.
* **Haptic Feedback Logos** – Encoding **vibrational response elements** into branding assets for **wearable technology interfaces**.
* **Quantum Color Shift Dynamics** – Creating logos that **visually adapt** based on **ambient lighting conditions**.