

Branding

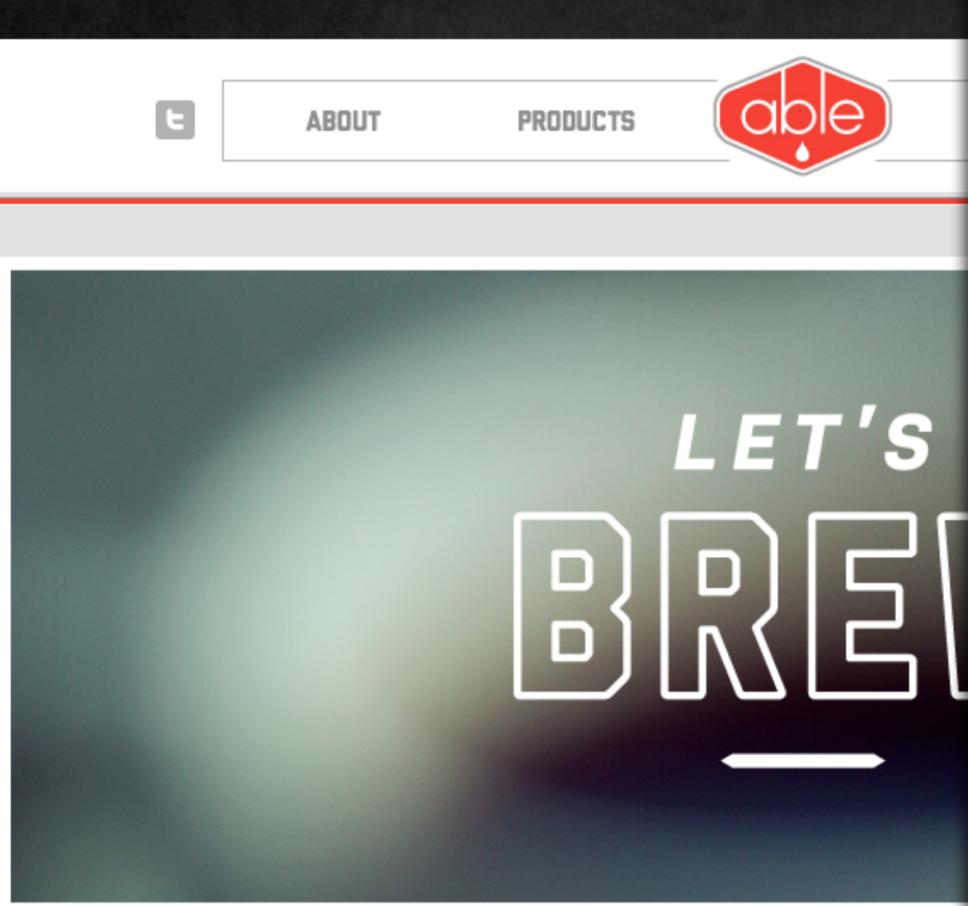
Summary

- Why brand a website?

- Color
- Copy
- Layout
- Iconography
- Typography

Why brand a website?

Different brands = different perceptions



The homepage has a red header bar with links: Home, Ask the President, Customer Service, FAQs, and Contact Us. The main content area has a yellow background. It features the Melitta logo and a "Menu" section with links: About Melitta, Our Products, Coffee Academe, All About Brewing, Recipes, Shop Online, and Melitta SystemService. Below this is a section for "Melitta Soft Pods" with an image of the product. To the right is a large, stylized illustration of a building labeled "Café" with a violinist and a woman in a red dress. At the bottom right is a "Play Music" button with a speaker icon. The footer contains the text "© 2011 Melitta USA" and a "Like" button with a Facebook icon.



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Mice

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Mice

Trackballs

Presenters

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Team Razer

Community

RAZER

OUROBOROS

ELITE AMBIDEXTROUS GAMING MOUSE

HOLD INFINITY IN
THE PALM OF YOUR HAND

1 2 3 4 5 6 7



The Razer Academy is an all-new online platform driven by some of competitive gaming's biggest personalities and

Synapse 2.0 is now ergonomic gaming

Consistency helps users recognize related content

The screenshot shows the top portion of a Google search results page. At the top left is the Google logo. To its right is a large, empty search input field. To the far right of the search field is a blue search button with a white magnifying glass icon. Above the search bar is a dark navigation bar containing links for '+Yukiko', 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', 'Drive', 'Calendar', and 'More'. Below the search bar, there is a horizontal toolbar with several icons: a back arrow, a 'Remove label' button, an exclamation mark icon, a trash can icon, a folder dropdown, a tag dropdown, and a 'More' dropdown.

The screenshot shows the top portion of a Google Reader interface. It features the Google logo on the left and a search bar labeled 'Search Reader' with a blue search button to its right. The dark navigation bar at the top includes links for '+Yukiko', 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', 'Drive', 'Calendar', and 'More'. The main content area displays the word 'Reader' in red and the text 'A look at what's new in your Reader'.

The screenshot shows the top portion of a Google Drive interface. It features the Google logo on the left and a search bar with a blue search button to its right. The dark navigation bar at the top includes links for '+Yukiko', 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', 'Drive', 'Calendar', and 'More'. The main content area displays the word 'Drive' in red and a small gray '+' button inside a box.

Brand represents character of a site

The screenshot shows a registration page for the website "woot!". The page has a green header with the "woot!" logo. Below the header, there's a message "a couple things we need..." followed by a large green button labeled "join us". To the right of this button is a section titled "a few optional things you can fill out now...". This section includes a "HOW WILL YOU PAY?" heading with payment method options (radio buttons) for VISA, MasterCard, American Express, Discover, and PayPal. Below this are fields for card number, expiration month (set to 01), and expiration year (set to 2010). At the bottom, there's a section titled "WHERE SHOULD WE SEND YOUR STUFF?" with a "name" input field. Three pink arrows point to different parts of the form: one to the "join us" button, one to the "PayPal" payment option, and one to the "name" field in the shipping section.

woot!

today's woot

a couple things we need...

join us

Don't worry, this won't hurt much. We need at least this stuff below, but you can get a head start on buying things by filling all the rest out, too.

SO, WHO ARE YOU?

username

password 6 to 14 characters

password again we know how badly you type

a few optional things you can fill out now...

HOW WILL YOU PAY?

VISA MasterCard American Express Discover PayPal

card number 01 2010

expiration month expiration year

and if you want to be all set...

WHERE SHOULD WE SEND YOUR STUFF?

name

Color

Reinforce brand colors in your color scheme!

SKILLSHARE

LEARN

TEACH

COMMUNITY

Signup Login



Learn anything from anyone.

Share your skills and learn with other remarkable people in your community.

Join our Community →

Learn / Featured Classes



Teach a Class →

Filter by

Featured



Wanted

Change City

New York, NY

Want Skillshare in your city?



How to Travel Around the
World Before You're 65

with Kit Hayes

■ Apr 14, 2011

□ Brooklyn, NY



Class Design with the
Skillshare Team

with Michael Karnjanaprakorn

■ Apr 18, 2011

□ New York, NY



How To Design A Handbag

with Derek Lo

■ Apr 18, 2011

□ New York, NY

MONEY AS YOU GROW

20 THINGS KIDS NEED TO KNOW TO LIVE FINANCIALLY SMART LIVES



3-5
YRS

6-10
YRS

11-13
YRS

14-18
YRS

18+
YRS

MONEY AS Y

20 THINGS KIDS NEED TO K



14

You should **AVOID USING CREDIT CARDS** to buy things you can't afford to pay for with cash.

ACTIVITIES +

ACTIVITIES + READ

- With budget
- Discussions in place
- Drive aim to you can
- Using fees to re minim

ACTIVITIES +

MONEY AS Y

20 THINGS KIDS NEED TO K



18

You need **HEALTH INSURANCE**.

ACTIVITIES +

ACTIVITIES + READ

- Compar would
- If your can st you ar
- Get m available
- Purch an apa lease,

3-5 yrs
6-10 yrs
11-13 yrs

MILESTONE

3-5 yrs
6-10 yrs
11-13 yrs
14-18 yrs

WHAT IS MONEY AS YOU GROW?

HOW CAN YOU USE MONEY AS YOU GROW?

WHAT IS MONEY AS YOU GROW?

HOW CAN YOU USE MONEY AS YOU GROW?

W

What do you think is *this* brand's color?

Sign In | Register Now ABOUT MARTHA MOST POPULAR TELEVISION RADIO BLOGS SUBSCRIBE

 MARTHASTEWART.COM Search Enter a search term [ADVANCED RECIPE SEARCH](#) Walmart

FOOD ENTERTAINING HOLIDAYS WEDDINGS CRAFTS HOME & GARDEN PETS WHOLE LIVING COMMUNITY SHOP


Hallmark CHANNEL HOME Martha Stewart

Martha TV Marathon
Catch the best of Martha's classic TV shows -- all day, every weekday -- on the Hallmark Channel.
[airtimes and recipes](#)

1 EASTER 2 MARTHA TV 3 PASTA RECIPES 4 FLOWERS

THE MARTHA BLOG
March 31
TODAY'S POST
My Day at Home
[Read My Blog](#)


NEW FROM MARTHASTEWART.COM

- April Fools' Day Pranks
- Martha's Planning Calendar
- Celebrate Martha's Sewing Book Launch with Us!

Daily Inspiration
On the "Today" Show: Crafts from Martha's New Book


Television
Wednesday, March 31

Create egg cartons, eggs, pork rinds and a Plus,

Easter basket builder
Now you can build a bigger Easter basket! Scroll through the candy and toys. Click the items you want until you've built the perfect Easter basket.

Copy



MailChimp

Confirm Humanity

Before we get your account set up, we need to confirm you are a human (it's a spam prevention thing). Type the phrase from the reCAPTCHA below and click the "confirm signup" button.

for 

↻ ↻ ⓘ

Enter The Two Words:

Confirm Signup



stuff f ThinkGeek. Stuff for Smart Masses



[Account](#) | [Wish Lists](#) | [Fortunes](#) | [Bug Us](#)

1-888-GEEKSTUFF or [Live Chat](#)

You're not logged in. [Log in](#)

[Loot: Your cart is lonely](#)

[SHOP BY CATEGORY](#)

[SHOP FOR GIFTS](#)

[WHAT'S NEW](#)

[OMGWTFUN!](#)

[GEEK POINTS](#)

[CUSTOMER SERVICE](#)

[find stuff](#)

[GO](#)

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[Geek Toys](#)

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- [Wacky Office Supplies](#)
- [Essential Gear](#)
- [Lights & Clocks](#)
- [Kitchen Tech](#)
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- [Posters](#)
- [Stickers & Emblems](#)
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- [View All](#)

Home >

Home & Office



[View all 597 products in Home & Office](#)

There's no place like 127.0.0.1.

ThinkGeek has everything to decorate your domicile to be the epitome of geek chic. We have artwork for your walls, a TARDIS to hold your cookies and geeky glassware to hold your milk, and even lasers for your four-legged children. Spend more time at work than at home? Don't worry, even the blandest of cubicles can be made amazing with our help!

FEATURED HOME & OFFICE:



Layout

Similar headers maintain brand

The image displays three screenshots of Jason Santa Maria's website, illustrating how a consistent header design maintains brand identity across different pages.

Header Elements: The header consistently includes the "JASON SANTA MARIA" logo and name, a "HOME" link, and a navigation menu with "ARTICLES" (highlighted in black), "PORTFOLIO", "ODDITIES", "DAILY PHOTO", and "ABOUT".

Page 1: Main Article Page

- Header:** "JASON SANTA MARIA" logo and name, "HOME", "ARTICLES" (highlighted), "PORTFOLIO", "ODDITIES", "DAILY PHOTO", "ABOUT".
- Content:** Article title "THE ELEMENTS OF CONTENT STRATEGY" in large, bold, black and blue letters.
- Meta Information:** "2011 Mar 08", "COMMENTS", "PUBLISHED IN".
- Article Preview:** "The Candy Parenthesis" with a yellow background.
- Article Details:** "2010 Oct 29", "COMMENTS 27", "PUBLISHED IN Candygram, Guest, Random".
- Navigation:** "« PREV" and "NEXT »".

Page 2: Article Preview

- Header:** "JASON SANTA MARIA" logo and name, "HOME", "ARTICLES" (highlighted), "PORTFOLIO", "ODDITIES", "DAILY PHOTO".
- Content:** Article preview title "The Candy Parenthesis" with a yellow background.
- Article Preview:** "The Candy Parenthesis" with a yellow background.
- Article Details:** "2010 Oct 29", "COMMENTS 27", "PUBLISHED IN Candygram, Guest, Random".
- Navigation:** "« PREV" and "NEXT »".

Page 3: Another Article Preview

- Header:** "JASON SANTA MARIA" logo and name, "HOME", "ARTICLES" (highlighted), "PORTFOLIO", "ODDITIES", "DAILY PHOTO".
- Content:** Article preview title "all For Me" with a light orange background.
- Article Preview:** "all For Me" with a light orange background.
- Article Details:** "2010 Oct 26", "COMMENTS 15", "PUBLISHED IN Candygram, Guest, Random".
- Navigation:** "« PREV" and "NEXT »".

Text at Bottom Left: "If you th
then yo

[Sign Up Free](#)[Pricing](#)[Features](#)[Resources](#)[Support](#)[Blog](#)[Search](#)[Log In](#)

Resources

HTML

Ma

MailChimp

[Sign Up Free](#)[Pricing](#)[Features](#)[Resources](#)[Support](#)[Blog](#)[Search](#)[Log In](#)

Pricing

Internal

Price

Forev

MailChimp

[Sign Up Free](#)[Pricing](#)[Features](#)[Resources](#)[Support](#)[Blog](#)[Search](#)[Log In](#)

Easy Email Newsletters

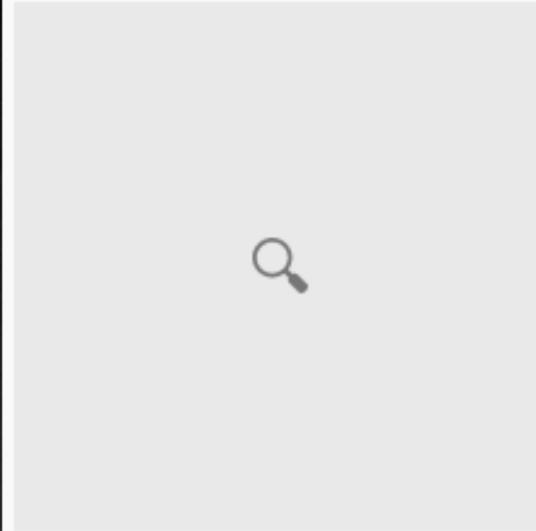
MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

2 million people use MailChimp. Join them today.

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What's New

Iconography



Sizes & scale

- Action bar icons for phones should be **32x32 dp**.

Focal area & proportions

- Full asset, 32x32 dp
Optical square, 24x24 dp

Style

Pictographic, flat, not too detailed, with smooth curves or sharp shapes. If the graphic is thin, rotate it 45° left or right to fill the focal space. The thickness of the strokes and negative spaces should be a minimum of 2 dp.

Colors

Colors: #333333
Enabled: 60% opacity
Disabled: 30% opacity



Colors: #FFFFFF
Enabled: 80% opacity
Disabled: 30% opacity



Illustrations. Students.



YOU ABOVE ALL

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1 recent searches Roundtrip One-way Multi-city [Optional Services and Fees Information](#)

FROM Long Beach, CA (LGB) TO

Depart date Return date

1 Adults 0 Lap Infants (0-2 yrs) Refundable Points

Typography

Use an interesting (but legible!) typeface

W I R E D

SUBSCRIBE >>

SECTIONS >>

B

CHANNELS

NOW PLAYING:
Events

OTHER CHANNELS:

Latest Videos

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Culture

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Gaming

How-To

Interviews

Reddit

Science

Security



Hasbro's 3-D iPhone Gaming Goggles Lack Depth

Gaming Gear · \$35

5 My3D



Oversize FastKey Has a Lock on Speedy and Secure USB Storage

Desktops and Accessories · \$150

7 FastKey



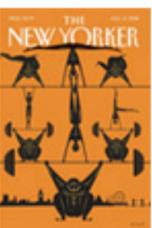
THE NEW YORKER

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- GIVE A GIFT
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[AMY DAVIDSON](#)
[JOHN CASSIDY](#)
[ANDY BOROWITZ](#)
[AUDIO/VIDEO](#)


< • • • • >

NEWS DESK



WHEN INDIA'S LIGHTS WENT OUT
by Jonathan Shainin

Plus: Revisiting a Jamaican massacre.



MIKHAIL BARYSHNIKOV, ACTOR

by Alec Wilkinson

Plus: What to read this weekend.

[TO-DO LIST](#) | [QUIZ](#) | [BACK ISSUES BLOG](#) | [SPORTS](#)

[RICHARD BRODY](#) | [NOTES ON MUSIC](#)

WELCOME

[LOG IN](#) | [HELP](#) | [REGISTER](#)

Search Web site

Find

MOST POPULAR

MOST E-MAILED

THIS ISSUE

1. Borowitz Report: Jenna Jameson Clarifies Her Endorsement of Romney
2. Slack and the Art of Exhaustion
3. Rational Irrationality: The Jobs Mirage and the Election
4. Rational Irrationality: Romney's "Recovery Plan" Could Bring On Another Recession
5. Bruce Springsteen at Sixty-Two

THE NEW YORKER
DIGITAL



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Try mixing serif/sans-serif



FOR PEOPLE WHO
MAKE WEBSITES

No.
325

ARTICLES • TOPICS • ABOUT • CONTACT • CONTRIBUTOR

MARCH 8, 2011

An excerpt from The Elements of Content Strategy and a primer on how to keep your layouts afloat.

A Checklist for Content Work

by ERIN KISSANE

There's really only one central principle of good content: it should be appropriate for your business, for your users, and for its context. Appropriate in its method of delivery, in its style and structure, and above all in its substance. As Erin Kissane explains, content strategy is

AN EVENT APART
coming to a city near you

EDITOR'S CHOICE
originally ran: December 16, 2008

**Content-tious
Strategy**
by JEFFREY MACINTYRE

Every website faces two key questions: 1. What content do we have at hand? 2. What



BLOOMING LOVELY **GARDEN MUSEUM**

The world's first museum dedicated to gardening

The Garden Museum took up residence in the Kentish ragstone church of St Mary-at-Lambeth in the 1980s. Their 17th Century-style knot garden in the former graveyard is a memorable attraction.





ARTICLES

THE BLOG



FORUMS

GET & GIVE HELP



SNIPPETS

CLIP AND SAVE



VIDEOS

WATCH AND LEARN



ALMANAC

REFERENCE GUIDE

CSS-TRICKS*

A WEB DESIGN COMMUNITY

Squarespace 6

Squarespace 6 is freshly out. It's really nice and the start of what I hope is a revolution in what building content websites is like.

[Read on! →](#)

What do you learn today?

Treehouse is the b
design, web develop

HOT LINKS

[Prism →](#)

A code syntax highlighter by Lea Verou. Small, fast, designed to work on all end languages. And favorite, class names make sense.

**Does your site's
branding send the
right message?**

Yale University School of Art

Yale University School of Art
1156 Chapel Street, New Haven, Connecticut
(203) 432-2600

About this site
Admissions
Alums
Calendars
Courses
Current students
Facilities
Faculty and staff
Financial aid
Gallery
Recent changes
Study areas
Summer programs
Undergraduate
Visiting
Everything else
Home

Visitor: Log in
Edit this page
Page history

Page last changed by:
Patricia DeChiara
Background by:

ADMISSIONS

SEE ALSO: [TUITION, FEES, GENERAL EXPENSES](#) [FINANCIAL AID](#) [SCHOOL OF ART BULLETIN \(PDF\)](#)

APPLICATION DEADLINE

Online applications must be completed and submitted by 12 midnight EST on January 5, 2011.

Last edited by: Patricia DeChiara

Edit access: Sysop

ENTRANCE REQUIREMENTS

The School of Art requires for admission a high degree of capability and commitment. Applicants must hold a bachelor's degree from an accredited college or university or a diploma from a four-year accredited professional art school. Admission to the School of Art is on a highly selective and competitive basis.

Last edited by: Christian Flynn

Edit access: Sysop