

# Class 10: Branding

Examine how branding is incorporated into a website and how to document style in a style guide.

## Design & process concepts

- Tips on website Branding
- Style guides

## Homework due next week:

- Assignment 9-3: Restaurant Site Prototype
- Assignment 10-1: Mockup all pages
- **Reminder: Project 2 is due 4 classes from now...**

# Branding

Branding helps users recognize which pages belong to a brand and which do not.

- Different brands = different perceptions
- Branding imbues values onto a page, or the pages themselves help to define a brand.
- Let users learn your brand through repetition

## Tips on applying branding to a site:

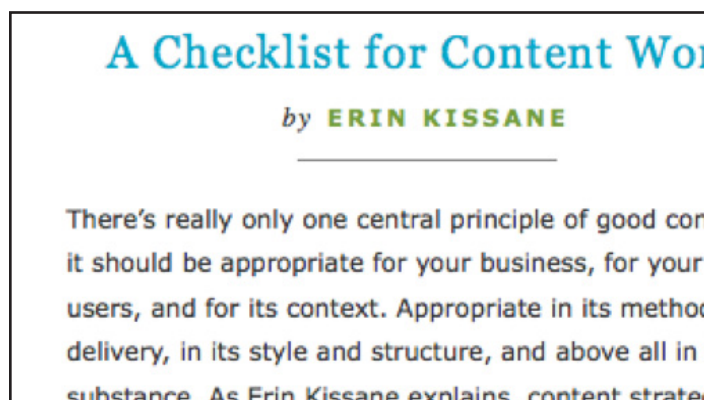
- Color: Reinforce brand colors in your color scheme
- Color: You may need to adapt the logo's color palette
- Layout: Similar headers or layouts can help maintain brand recognition throughout site
- Layout: Can have same layout but different color harmonies. (Be sure each set is legible!)
- Type: Use interesting (legible) typeface
- Type: Try mixing serif/sans-serif



Adjust the color palette for legibility, and to complement logo, other branding elements.



Pick harmonious color families when using sectional colors



Try mixing serif, sans-serif typefaces for interesting effect

**PROWN M 515: Web Tools**  
**Class 10 - Branding**

# Style Guides

A website's style guide explains the finer points of a site's visual design and some basic implementation guidelines.

Style guides are created during or after a site redesign and are often provided by design agencies as part of their final deliverables.

- Site introduction and goals
- Site mood, visual motifs, content voice
- Color palette
- Typography: font choices, link styles
- Iconography, button styles
- Common visual motifs: shadows, tabs
- Prominent navigation and/or menus
- Layout standards, variations
- Page mockups and descriptions

