

ARTS 253
Graphic Design Branding





BARREL OF MONKEY'S TOURNAMENT



**BARREL OF
MONKEY'S
TOURNAMENT**



RULE 1

**SHAKE BARREL AND
DUMP OUT MONKEYS**

**BARREL OF
MONKEY'S
TOURNAMENT**



RULE 2

**PICK UP ONE MONKEY BY
THE ARM AND HOOK
OTHER MONKEYS TO IT**

**BARREL OF
MONKEY'S
TOURNAMENT**



RULE 3

**CONTINUE HOOKING
MONKEYS TOGETHER TO
MAKE A LONG CHAIN**

**BARREL OF
MONKEY'S
TOURNAMENT**



**LONGEST CHAIN AT THE
END OF 60 SECONDS
WINS!**

So what do monkeys have to do with branding?



Brand Process

**1. Conducting
Research**

**2. Clarifying
Strategy**





pelt.com

Brand Process

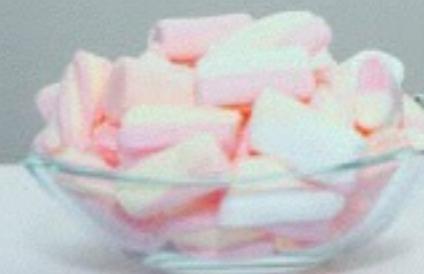
1. Conducting Research

2. Clarifying Strategy

3. Designing Identity

4. Creating Touchpoints

5. Managing Assets



Brand Survey

mdavis.in/brandsurvey





vs.





vs.



Kellogg's VS.  GENERAL MILLS



vs.





vs.





vs.



Windows®



vs.



at&t

Energizer®

vs.

DURACELL®
TRUSTED EVERYWHERE



vs.



Brand Survey RESULTS



Branding examples



Logo Design

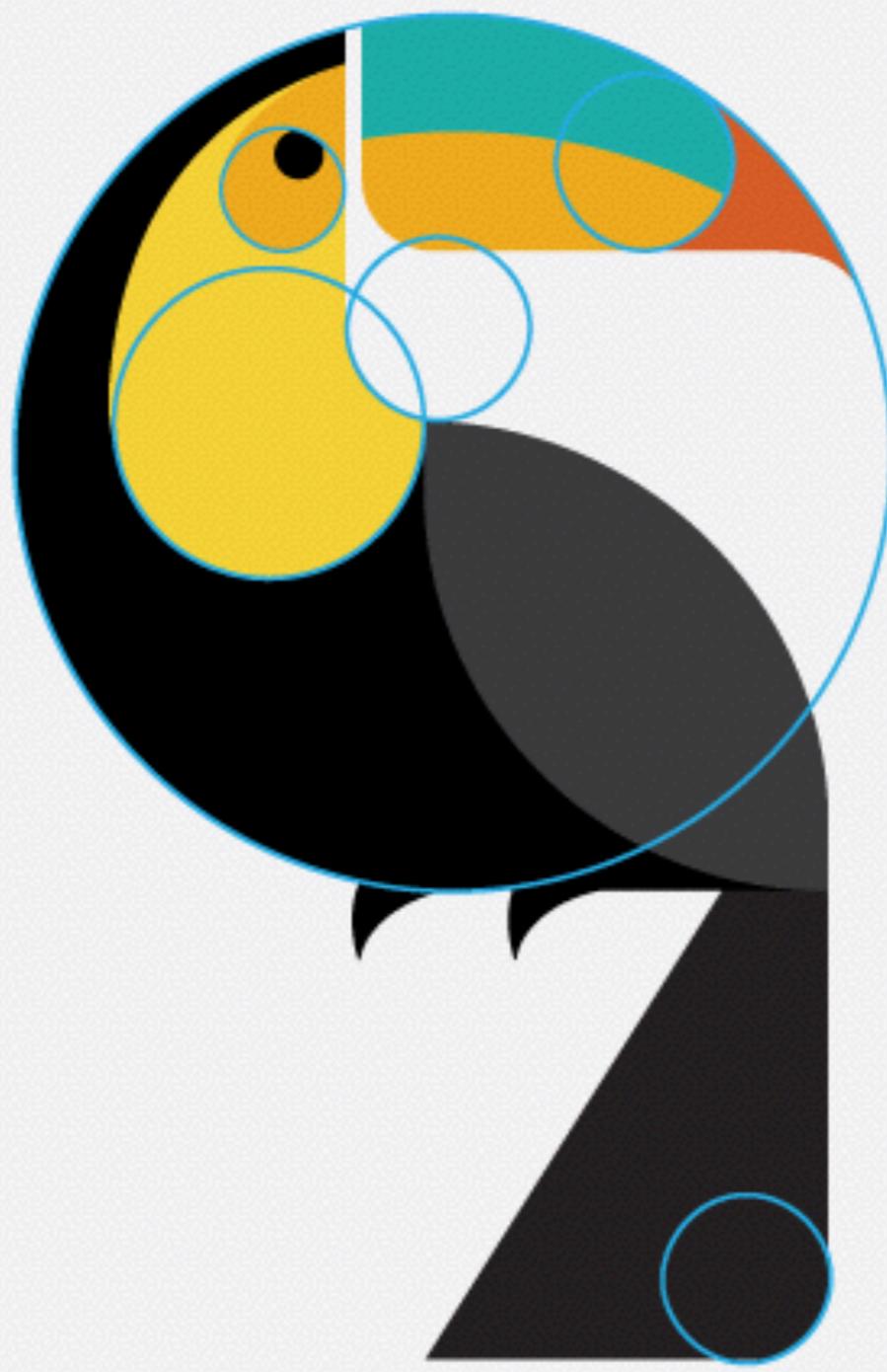
EXAMPLE



*b*elize



belize





belize

belize





NORTH ISLANDS



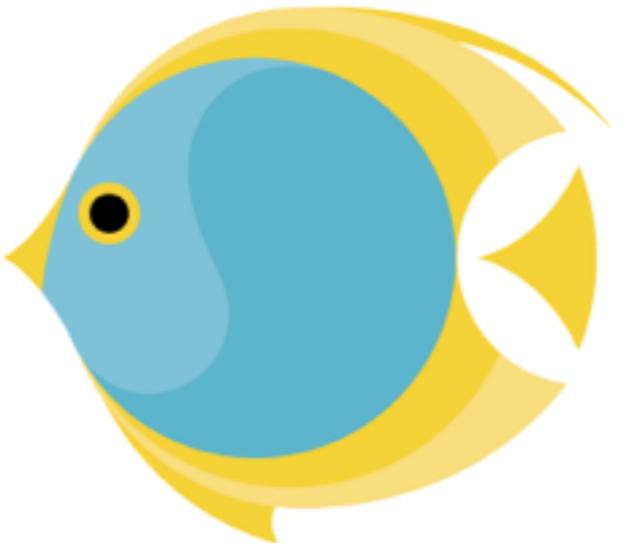
WESTERN BELIZE



SOUTHEAST COAST



CENTRAL COAST



BELIZE REEF



SOUTHERN BELIZE



NORTHERN BELIZE



OLD



NEW

*b*elize



Integrated Branding

EXAMPLE







natural



uplift



















Mickey
\$5.99 / 100g

Sandalwood & Patchouli
\$5.99 / 100g

Moustache
\$5.99 / 100g

Lavender & Chamomile
\$5.99 / 100g

Mickey
\$5.99 / 100g

Sandalwood & Patchouli
\$5.99 / 100g

Moustache
\$5.99 / 100g

Princess Treasure

An royal treasure for every
princess in every bath bomb!

\$4.99 each

3 for \$12.00





Shampoo

Shampoo & Conditioner Bars

Make Your Own Soy Candle
For more information about our soy candles, visit us online.
Fragrance - \$14.95



designed by



studiompls

studiompls.com

DESIGN BRIEF QUESTIONS



What is your company name?



**Which industry does
your business
operate in?**



what is your company's history?



What is your brand mission?



Who are your main competitors?



Where is your company located?



What is your target customers' gender?



How old are your target customers?



**And what is their
socioeconomic
status?**



How will they find and learn about your brand?



**What design style do
you think suits your
brand best?**



**What colors do you
feel best represents
your brand best?**



**What type of fonts
would you choose to
use for your brand?**



**What types of uses
do you think will
apply to your brand/
logo?**



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