THE PROJECT IDENTITY AND THE MOST SIGNIFICANT DETAILS REGARDING THE BRANDING PROCESS

The identity of this project, which is Visia mobile application, was developed by following the steps/stages of a branding process. The branding process is important before creating the application for more reasons. First of all, we need to know our clients’ needs and how we can satisfy their needs with our product or service (in this case our application). Second of all, branding helps us finding the best way to present the application to our target audience in order to make it interesting and useful, this means we will use the most suitable visual and verbal identity to communicate with them.

The branding steps in creating the application identity are the following:

* Research our target audience: in this case people who have vision problems (developing their profiles: demographic, social, psychographic characteristics)
* Developing the conceptual identity (the values and concepts that define our application)
* Developing the visual and verbal identity of the application (name, logo, slogan, tagline)

The visual identity (name and logo) expresses the main concepts of the application. We can see that both the name (VISIA) and logo (the eyes) are related to the word *vision* which is the main problem that the application is meant to improve. The details in the logo can be also explained: the eye is not complete (a part of it is missing) in order to express the lack of good vision in people who are going to use this application. The name is simple and short in order to be more easily memorized by the target audience.