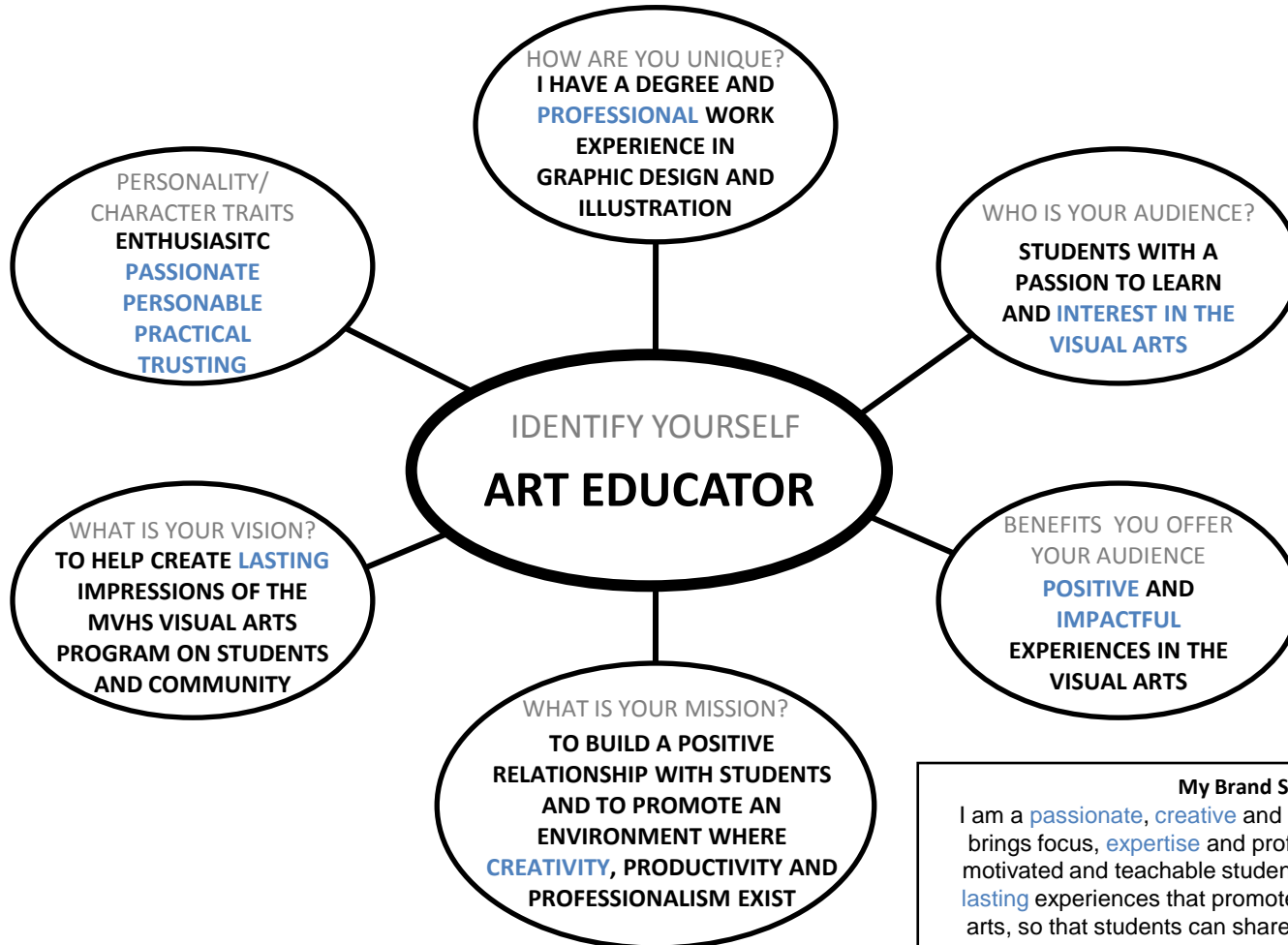


# **Framework for Defining my Logo Brand**

# VAN DOORN'S FRAMEWORKS FOR DEFINING HER LOGO BRAND

Below are key words I picked out and highlighted from my "Thinking Map" and "Branding Statement" that will help define my brand.

## MRS. VAN DOORN'S "BRANDING" THINKING MAP



### My Brand Statement

I am a passionate, creative and inspirational art educator, who brings focus, expertise and professionalism to open-minded, motivated and teachable students, for the purpose of creating lasting experiences that promote a passion and interest of the arts, so that students can share their works of art with family, friends and community through displays, contests and exhibits.

# VAN DOORN'S FRAMEWORKS FOR DEFINING HER LOGO BRAND

Here is the list of words from my "Thinking Map" and "Brand Statement"

**PASSIONATE**

**CREATIVE**

**INSPIRATIONAL**

**EXPERTISE**

**PROFESSIONAL**

**LASTING**

**ART INTEREST**

**TRUSTING**

**PRACTICAL**

**PERSONABLE**

**POSITIVE**

**IMPACTFUL**

# Following the idea of YouTube video “Identity Design: Branding” with Jose Caballer and Chris Do, I put the key words into 5 categories

<https://www.youtube.com/watch?v=pR7tMnKghDs>

1 CULTURE	2 CUSTOMER	3 VOICE	4 BENEFIT	5 VALUE
INSPIRATIONAL	ART INTEREST	PASSIONATE	IMPACTFUL	EXPERTISE
PRACTICAL	CREATIVE	PERSONABLE	POSITIVE	LASTING
TRUSTING	PASSIONATE	PROFESSIONAL	CREATIVE	

I then picked one word from each category above which I felt would be a good fit for helping with the design of my new Logo Brand. I teamed common words together to formulate a simplified identification for the Logo Brand.



**My new Logo Brand will take on the look of being both  
 STYLISH & EDUCATIONAL**

**Once I narrowed down the key words to portray in my logo brand, I sought out various Color Guides to make selections of colors that would reflect the feeling and meaning of those words.**



# What colors should you use in marketing?



Targeting Women:



Targeting Men:

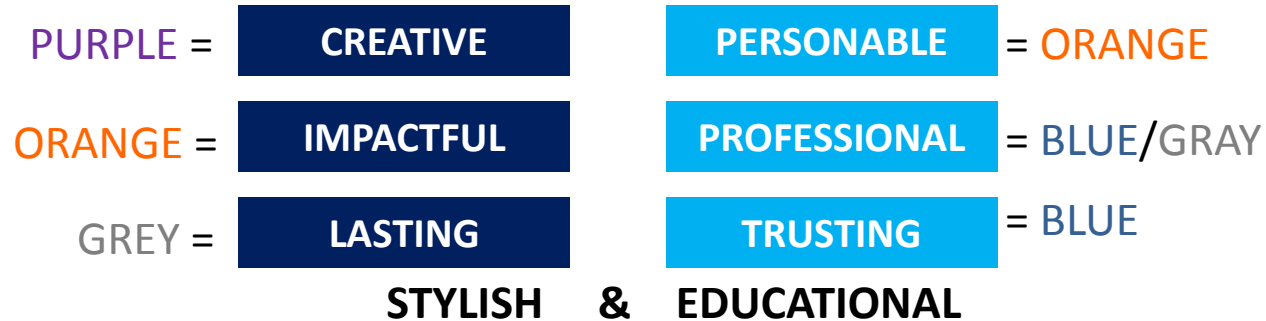


# COLOR EMOTION GUIDE

Red	EXCITEMENT <i>PASSION</i> STRENGTH ENERGY <b>BOLD</b> <i>ROMANCE</i>
Orange	CHEERFUL ENTHUSIASTIC FUN CONFIDENCE ENERGY <b>PLAYFUL</b>
Yellow	HOPE <i>FRIENDSHIP</i> WARMTH CLEAR OPTIMISM JOY WEALTH
Green	GROWTH <b>HARMONY</b> HEALTH LUCK NATURE <i>PEACEFUL</i> WEALTH
Blue	<b>TRUST</b> LOYALTY STRENGTH DEPENDABLE <b>CONFIDENT</b>
Brown	<b>DEPENDABLE</b> STABLE DEPTH NATURE <i>COMFORTABLE</i>
Black	<i>ELEGANCE</i> <b>POWER</b> <i>FORMAL</i> SOPHISTICATED <i>STYLE</i> <b>STRONG</b>
Grey	BALANCE FORMALITY NEUTRAL <i>RESPECT</i> <i>COLM</i> SUBTLETY



## After my research of color, this is what I found.



Blue and Gray seem to represent “TRUSTING-PROFESSIONAL-LASTING” of the educational experience I want for my students. Purple and Orange are colors that relate best to “CREATIVITY-FRIENDLY-IMPACTFUL”. They define the style. I will create a three color logo with blue and gray as final color choices, with an optional third color. I will try variations with purple and orange. Before I begin developing my logo brand I will research various logo styles.

Blue	Purple	Gray	Orange
Trust Smart Calm Faith Natural Stable Power Dependable Strength Confident	Mysterious Childish Creative Imaginative Wise	Balance Neutral Calm Formality Respect Subtlety	Cheerful Enthusiastic Fun Confidence Energy Playful Youthful Happiness Stand Out Friendly

**Now that I have 2 key words to help represent my logo:  
“STYLISH AND EDUCATIONAL”,  
I searched various logo types that I felt portrayed them well.**

These logos represent the type of **STYLISH** feel I would like to see portrayed in my Logo Brand, specifically created through a script or free flowing font.



These logos represent the type of STYLISH feel I would like to see portrayed in my Logo Brand, specifically created through choice and relationship of fonts.



These logos include the type of imagery  
I think might work well with my Logo Brand.

EDUCATIONAL with an artistic flair was the inspiration for these selections.



Beauty Salon Logo  
Your Slogan Here



EDUCATION  
LOGO



artspace



THINK PEN



These logos include the type of imagery I think might work well with my Logo Brand if I choose to go that route. EDUCATIONAL with an artistic flair was the inspiration for these selections.



**After my research with key words, color and logo styles,  
I have created several Logo Brands as an Art Educator  
to review for my final selection**



Students found this logo visually flowing and with style. Some stated it looked more elementary and does not necessarily represent the graphics part of my teaching.





Students did not particularly care for this logo. It was their least favorite. They found the eye intimidating and contained an authoritative or controlling presence.



Students liked this logo but made suggestions that could hit the brand more appropriately. They recommended a heavier font for the lower case letters and instead of a brush attached to the D, make it a computer mouse instead to represent the graphics part of what I teach.



This logo was not selected by students.



This logo was selected by a few students.  
Some preferred it over #1 because it was  
tighter, more professional and organized and  
suited my teaching style best.



This logo was not selected by students.



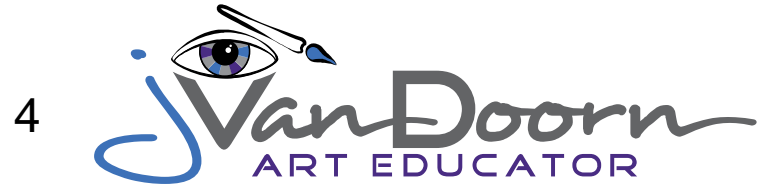
This logo received the most votes by student's.  
They felt it represented both the graphic arts and  
fine arts elements the most of all logos.



5 votes



4 votes



2 votes



11 votes

**My next step will be to consider the votes of my students and to make changes to their suggestions. The revised logos will then be reviewed for a final vote.**