

INFLUENCING THROUGH DESIGN

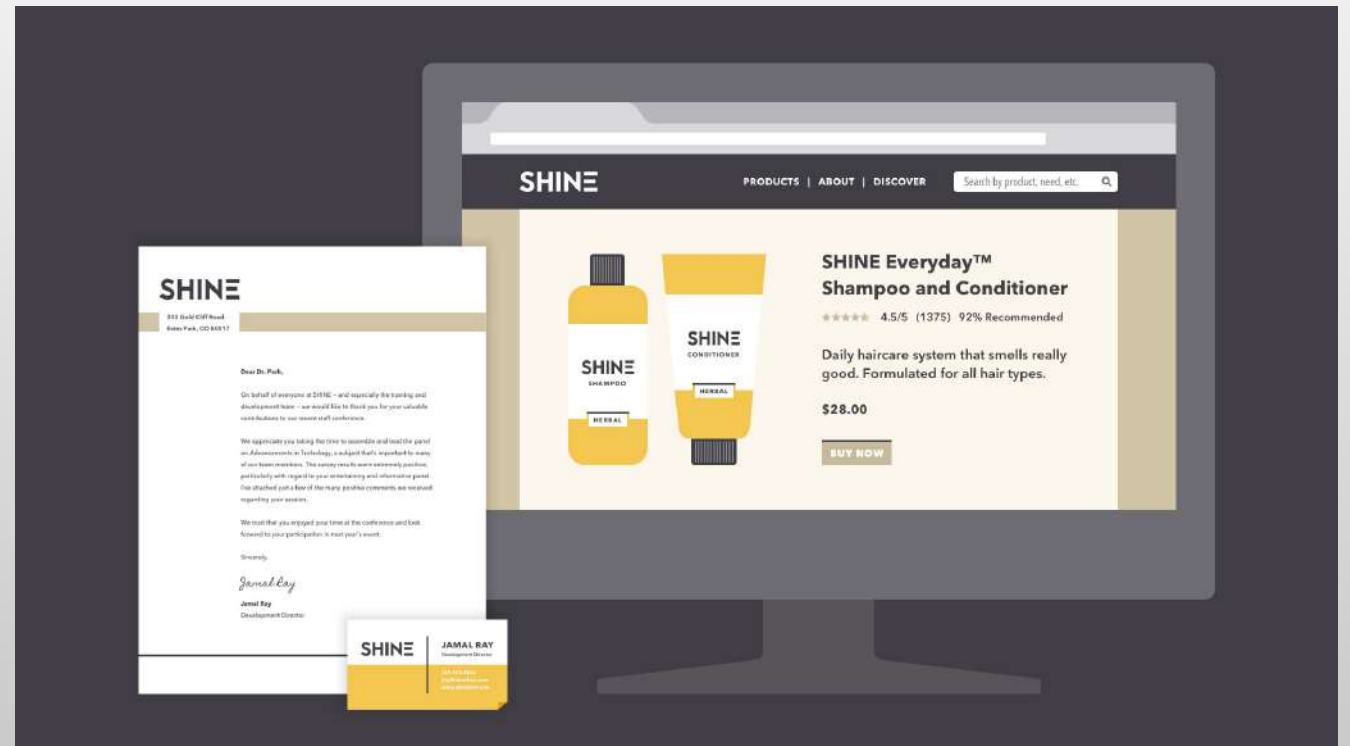
MRS. SMITH

PHOTO 2



BRANDING ARE ALL AROUND US.
LOOK CLOSELY, AND YOU'LL FIND
THEM ON WEBSITES, PRODUCT
PACKAGING, AND DIFFERENT TYPES
OF ADVERTISING.

EVEN PERSONAL ITEMS, LIKE
DOCUMENTS AND BUSINESS CARDS,
BEAR SOME FORM OF IDENTITY.





SIMPLY PUT, **BRANDING** IS WHAT OTHER PEOPLE THINK—ABOUT YOU, YOUR COMPANY, YOUR PRODUCT, OR YOUR SERVICE. **VISUAL IDENTITY** IS WHAT THAT BRAND LOOKS LIKE, FROM YOUR LOGO TO YOUR COLOR CHOICES AND SO MUCH MORE.

VISUAL IDENTITY

VISUAL IDENTITY IS KIND OF LIKE A **PREVIEW** OF YOUR BRAND. EACH PART OF YOUR DESIGN IS A CLUE THAT TELLS THE VIEWER WHAT THEY CAN EXPECT. YOUR AESTHETIC CAN BE TRADITIONAL, MODERN, OR A LITTLE MORE OUT THERE—EVERY BRAND IS DIFFERENT.

NO MATTER WHAT, ALL OF YOUR DESIGN ELEMENTS **WORK TOGETHER** TO SHOW EXACTLY WHAT YOUR BRAND IS ABOUT.

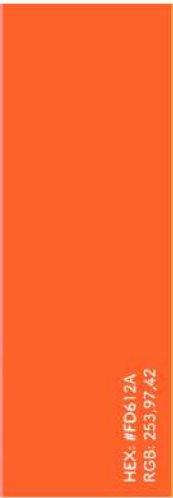
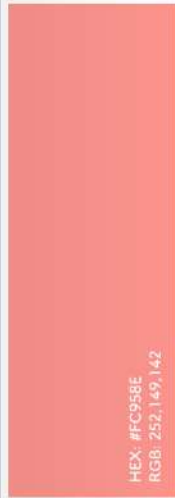


Some companies use an actual **style guide** to keep their brand looking consistent. If you're just getting started with design, it's OK to take a more casual approach.



Color Palette

PRIMARY



SECONDARY



The main components of visual identity are **logo**, **color**, **typography**, and **images**.

LOGO

A LOGO IS WHAT IDENTIFIES YOUR BRAND USING A PARTICULAR MARK, TYPE DESIGN, OR BOTH.

THE MOST EFFECTIVE LOGOS TEND TO BE SIMPLE—SOMETHING VIEWERS WILL RECOGNIZE AND REMEMBER.



EVERY ELEMENT OF YOUR LOGO CONTRIBUTES TO YOUR **BRAND IDENTITY**, INCLUDING YOUR FONT CHOICE, COLORS, AND OTHER IMAGERY.

CHANGE EVEN ONE OF THESE ELEMENTS, AND IT CAN HAVE A BIG IMPACT ON THE WAY YOUR BRAND IS PERCEIVED.





IN PRACTICE, LOGOS ARE **EVERYWHERE**. YOU'LL FIND THEM IN CORPORATE SETTINGS, AS WELL AS OUT AND ABOUT, REPRESENTING SMALL BUSINESSES, FREELANCERS, AND OTHER ENTREPRENEURS. A LOGO IS A LOT LIKE A LITERAL **BRAND**—IT'S HOW PEOPLE COME TO RECOGNIZE YOU AND IDENTIFY YOUR PRODUCT OR SERVICE.



THAT'S WHY IT'S IMPORTANT TO USE IT WISELY. A LOGO THAT'S PIXELATED, DISTORTED, OR TOO SMALL TO READ COULD GIVE VIEWERS THE **WRONG IMPRESSION**. BELOW, YOU'LL FIND SEVERAL EXAMPLES OF LOW-QUALITY FILES.



TO COMBAT THIS, KEEP A **MASTER DIGITAL COPY** THAT'S SHARP, HIGH IN QUALITY, AND LARGE ENOUGH FOR ANY PROJECT. THIS WAY, YOU'RE PREPARED FOR ANYTHING THAT MIGHT COME ALONG, WHETHER IT'S A SMALL PRINT JOB OR SOMETHING MUCH, MUCH BIGGER.

Color



COLOR HELPS **DEFINE YOUR BRAND** IN A VERY POWERFUL WAY. NOT ONLY DOES IT MAKE A STRONG IMPRESSION ON THE VIEWER, BUT IT ALSO CREATES A SENSE OF UNITY WHEN USED ACROSS MULTIPLE PROJECTS OR PLATFORMS.

Price List

FOCUS
Photography

Package 1

1 PERSON
15 MINUTE SESSION
10 DIGITAL IMAGES
PHOTO RELEASE

FROM

\$150

Package 2

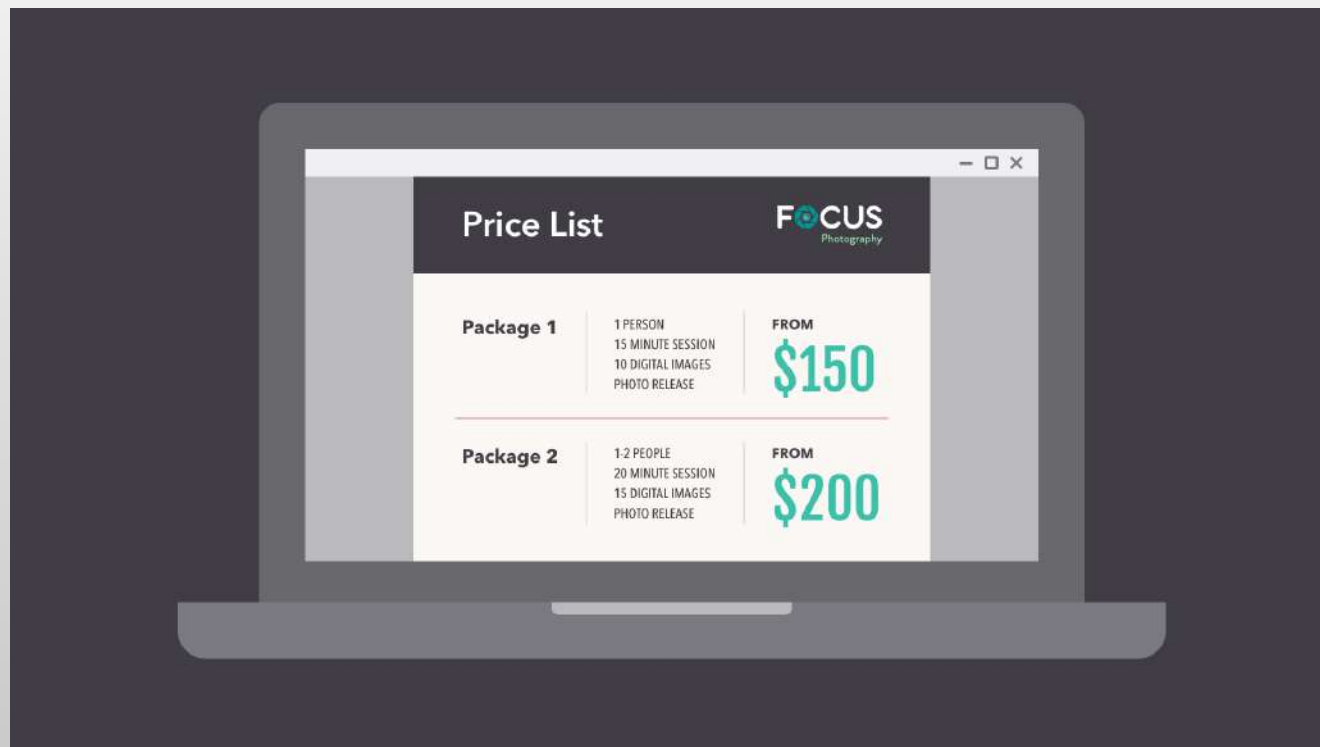
1-2 PEOPLE
20 MINUTE SESSION
15 DIGITAL IMAGES
PHOTO RELEASE

FROM

\$200

AVOID **COMMON PITFALLS**,
LIKE COLORS THAT VIBRATE OR
DISTRACT VIEWERS FROM YOUR
WORK. FOR INSTANCE, IN THE
IMAGE BELOW, THE TEXT
CLASHES WITH THE
BACKGROUND, MAKING IT
DIFFICULT TO READ.

MAKE SURE TO INCLUDE
NEUTRALS IN YOUR COLOR PALETTE,
LIKE BLACK, GRAY, WHITE, OR OFF-
WHITE. THIS WAY, WHEN YOU DO
USE YOUR BRAND'S COLORS, THEY
REALLY STAND OUT.



TYPOGRAPHY

TEXT IS ONE OF THE SIMPLER ASPECTS OF IDENTITY, BUT IT CAN BE SURPRISINGLY **EXPRESSIVE**. ALL IT TAKES IS A DIFFERENT FONT, AND YOU CAN SUBTLY (OR NOT SO SUBTLY) CHANGE THE ENTIRE FEEL OF YOUR BRAND.



Winter IS COMING

Order your holiday treats today!



CALL OR ORDER ONLINE

321.555.6321

angelfoodbakery.com

orders@angelfoodbakery.com

MOST BRANDS CHOOSE **TWO TO THREE FONTS**—OFTEN INSPIRED BY THE LOGO—FOR BASIC, EVERYDAY USE. CREATIVE FONTS SHOULD ALSO BE CHOSEN WITH CARE AND SHOULD BE A REFLECTION OF YOUR UNIQUE VISUAL IDENTITY.

THERE ARE CERTAIN FONTS THAT PROFESSIONALS KNOW TO **AVOID** —FONTS THAT WERE ONCE POPULAR BUT THAT ARE NOW CONSIDERED OUTDATED AND OVERUSED. THE FONTS BELOW ARE NOTORIOUS EXAMPLES.

Chalkduster ALGERIAN
Courier Comic Sans **Impact**
Jokerman Curlz *Brush Script*
Kristen Papyrus **Hobo**
ITC
Bradley Hand *Bleeding Cowboys*

JONES' JOURNAL

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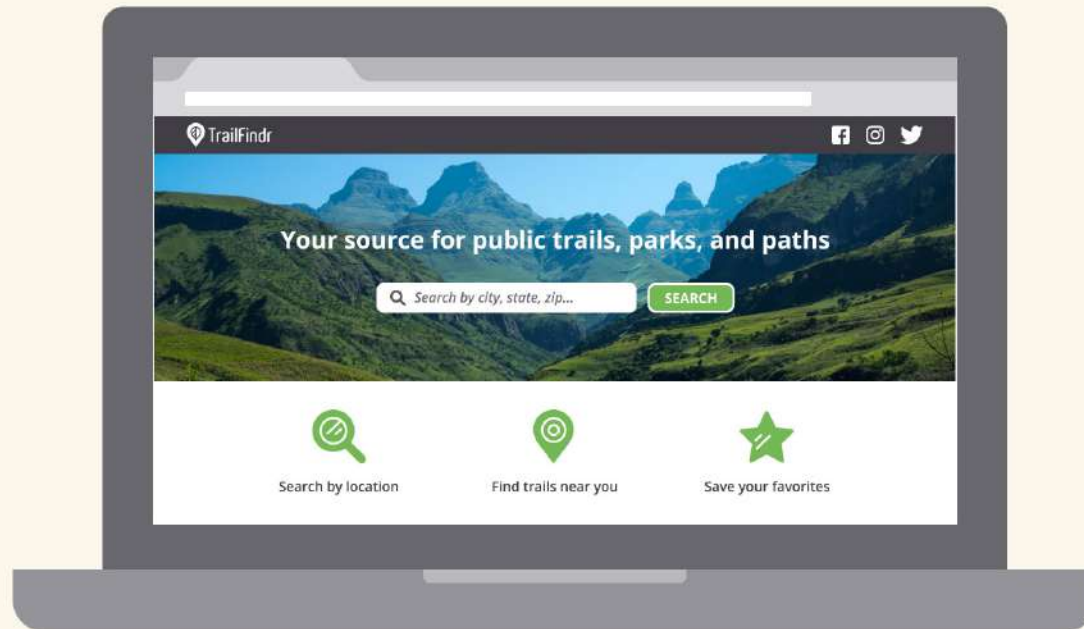
About Me

Hi, my name is Dr. Henry Jones. I'm a retired archeology professor who loves to travel. Welcome to my blog, where I share pictures, stories, and other details from my many adventures around the world.



WHEN IN DOUBT, A MORE
TIMELESS, UNDERSTATED FONT
IS LESS LIKELY TO DETRACT FROM
YOUR MESSAGE. YOUR FONT
CHOICE SHOULD COMPLEMENT
YOUR BRAND, BUT STILL BE
CURRENT AND PROFESSIONAL.

Images



IMAGES ARE A HUGE PART OF BUILDING A UNIQUE IDENTITY. EVERY PHOTO, GRAPHIC, ICON, AND BUTTON IS A CHANCE TO SHOWCASE YOUR BRAND AND SHAPE THE WAY IT'S PERCEIVED.



IN PROFESSIONAL SETTINGS, IMAGES ARE USUALLY CREATED SPECIFICALLY **FOR THE BRAND**; FOR INSTANCE, PICTURES IN A CATALOG OR GRAPHICS IN AN APP. IF YOU DON'T HAVE THE LUXURY OF THIS, YOU CAN GET SIMILAR RESULTS BY CHOOSING IMAGES WITH A SUBTLE **THROUGH LINE**; FOR EXAMPLE, A SIGNATURE COLOR OR SIMILAR STYLE.



REMEMBER TO AVOID IMAGES THAT FEEL GENERIC OR OBVIOUSLY STAGED. THIS IS DIFFICULT IF YOU'RE RELYING ON **THIRD-PARTY STOCK**, BUT THERE ARE WAYS TO SET YOUR BRAND APART.



AVOID IMAGES THAT LACK **CONTEXT** OR APPEAR FREQUENTLY IN **OTHER BRANDS' DESIGNS**.

LOOKING AT THE IMAGE. SOME VIEWERS MIGHT FIND IT OFF-PUTTING DUE TO THE FORCED POSE AND ARTIFICIAL BACKGROUND.

INSTEAD, CHOOSE IMAGES THAT SEEM **GENUINE** AND THAT FEATURE AUTHENTIC PEOPLE, PLACES, AND THINGS. THE BEST IMAGES ARE THE EMBODIMENT OF YOUR UNIQUE POINT OF VIEW. THEY REPRESENT HOW YOU WANT TO BE SEEN WHEN PEOPLE THINK ABOUT YOUR BRAND.



VISUAL IDENTITY ISN'T JUST A MARKETING TOOL. IT'S A WAY OF LOOKING AT DESIGN THAT REMOVES A LOT OF THE GUESSWORK. WITH A **CLEAR VISION OF YOUR BRAND**, YOU KNOW EXACTLY WHAT COLORS, FONTS, AND IMAGES TO USE. YOU CAN CREATE CONSISTENT WORKS THAT VIEWERS WILL REMEMBER.





Branding & Identity

<https://youtu.be/I-S2Y3SF3mM>