

Tell Me The Brand Without Telling Me The Brand

Have you ever thought about what makes brands so recognizable? Is it always about their logo? What about their name? Or can you tell what it is without seeing the name or logo? It is important for brands to be known based on their use of images/icons, colors, fonts, and other means aside from their name and logo. This is all part of brand identity (*the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds*).

For this activity, you will “tell me the brand without telling me the brand.” Using the outlined image provided, use colors, fonts, images, brand characters and other designs that will help us to identify the brand you have chosen without the use of the brand’s name or logo. You can choose the brand you use. Feel free to look online for help identifying some of the design elements that you can do.

Here are some examples (you are not allowed to use these designs):









