Brand is the essence, idea, thought, feeling regarding an entity, product, or service to a customer/viewer.

- “Products are created in the factory. Brands are created in the mind” - Walter Landor
Brand identity are the tangible visual and verbal expressions of a brand.

- Appeal to the senses- vision, touch, hearing, smell, taste.
- In class, we will deal with Visual identity primarily
  - “A logo is the point of entry to the brand”- Milton Glaser
Great Brand Identity is:

- Bold, memorable, appropriate
- Immediately recognizable
- A clear and consistent message
- Communicates entity’s persona
- Unique, legally protectable
- Enduring
- Versatile- can be reproduced across media and scale, work well in color and B&W.
INTRODUCTION TO MARKS
BRAND IDENTITY

- New York City Ballet identity
- Firm: Pentagram
INTRODUCTION TO MARKS
BRAND IDENTITY

Luckyfish
Firm: Pentagram
INTRODUCTION TO MARKS
BRAND IDENTITY

- Philadelphia Orchestra
- Firm: Pentagram
INTRODUCTION TO MARKS
BRAND IDENTITY

- Fanta
- Firm: Office
INTRODUCTION TO MARKS
BRAND IDENTITY

- Obama ‘08
- Firm: Sender LLC
BRANDMARK

- Identifying mark for a brand - product, service, or organization
- Represents everything a brand signifies
- Provides instant recognition

• Synonyms -
  – Trademark
  – Symbol
  – Mark
  – Logo
INTRODUCTION TO MARKS

CATEGORIES OF BRANDMARKS

- WORDMARK, LOGOTYPE
- LETTERMARKS, INITIALS
- SYMBOL MARKS-
  - PICTORIAL MARKS
  - ABSTRACT MARKS
- COMBINATION MARK
  - Marks tend to be a combination of the above.
Logotype, or wordmark, is a freestanding word or words, often times in unique typography.

- Can be a company name or an acronym
- Distinct font characteristics
- With text, integrate abstract or pictorial elements
  - Stripes running across Paul Rand’s IBM logo
INTRODUCTION TO MARKS

LOGOTYPE, WORDMARK SAMPLES

Senatus Populusque Romanus
“The Senate and the Roman People”
Carvings in public places in the Roman Empire
INTRODUCTION TO MARKS

LOGOTYPE, WORDMARK SAMPLES

COLORS
INTRODUCTION TO MARKS

LOGOTYPE, WORDMARK SAMPLES

IBM®
INTRODUCTION TO MARKS
LOGOTYPE, WORDMARK SAMPLES

Ray-Ban®
INTRODUCTION TO MARKS

LOGOTYPE, WORDMARK SAMPLES

[Image of Dell logo]
INTRODUCTION TO MARKS
LOGOTYPE, WORDMARK SAMPLES

Pentagram
Lettermarks, similar to wordmarks, with the distinction that only the first letter (s) of the name are used.

– Letter is always unique
Westinghouse
McDonald’s
Internet Explorer
INTRODUCTION TO MARKS
LETTERFORM MARKS SAMPLES

Miami Dade College
Motorola
Obama '08
Pictorial marks use literal, recognizable images that symbolize the product, company, or mission.
INTRODUCTION TO MARKS

PICTORIAL MARKS SAMPLES

[Image of the CBS logo]
INTRODUCTION TO MARKS

PICTORIAL MARKS SAMPLES

NBC
INTRODUCTION TO MARKS
PICTORIAL MARKS SAMPLES
INTRODUCTION TO MARKS
PICTORIAL MARKS SAMPLES

Playboy
INTRODUCTION TO MARKS

PICTORIAL MARKS SAMPLES

Apple Computers
Abstract marks, non-pictorial, use visual forms to represent the product, company, or mission.

- Because of their abstract nature, these logos lend themselves for large, multi-faceted companies/entities.
- Great for companies that undergo constant change.
- Difficult to design
British Petroleum
INTRODUCTION TO MARKS

ABSTRACT MARK SAMPLES

Nike
ABSTRACT MARK SAMPLES

Chase Manhattan Bank
The Artist Formerly Known as Prince
INTRODUCTION TO MARKS

ABSTRACT MARK SAMPLES

TOYOTA
- Graphic Design Solutions -
  - Chapter 6, pgs. 129-159
- Designing Brand Identity -
  - Part 1-Pgs. 1-7, 10-11, 14, 44-53