THE NEW SCHOOL
A UNIVERSITY

DEVELOPING BRAND IDENTITY
Brand identity are the tangible visual and verbal expressions of a brand.

- Appeal to the senses- vision, touch, hearing, smell, taste.
  
  • “A logo is the point of entry to the brand”- Milton Glaser
Brand Identity is:

– A master plan that incorporates:
  • Typography
  • Color
  • Imagery, visuals
  • Tagline (advertising)
  • Print materials
  • Interactive and new media
  • Environmental Graphics
  • Any other media
Brand Identity consists of:

- Brand name
- Logo
- Letterhead, business cards (stationary)
- Packaging
- Website
- Promotional materials
- Any other elements pertinent to establishing a visual identity
Why Brand Identity

– Applying logo is not enough
– Coordinate all of a company’s graphic design material
  • Family resemblance”
– Establish an image for entity
– Express personality
– Flexibility to work in a variety of applications and media
  • Consistency and continuity
– Differentiate brand from existing competition
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.
Brand Identity

Client: AllState
Firm: Siegel + Gale
● Brand Identity

Client: NBA
Firm: Siegel + Gale
Brand Identity
Brand Identity

Client: Air Force
Firm: Siegel + Gale
Brand Identity

Client: 3M
Firm: Siegel + Gale
Brand Identity
Brand Identity

The New School logo embraces the public expression and dynamic spirit of the big city.

Client: The NEW School
Firm: Siegel + Gale
Brand Identity

Client: The NEW School
Firm: Siegel + Gale
- Brand Identity

Client: The NEW School
Firm: Siegel + Gale
Brand Identity

Client: The NEW School
Firm: Siegel + Gale
• Brand Identity

Client: The NEW School
Firm: Siegel + Gale
Brand Identity

Client: The NEW School
Firm: Siegel + Gale

And got the word out on the street.
Brand Identity

Client: The NEW School
Firm: Siegel + Gale
Volkswagen Identity

Client: Volkswagen
Firm: MetaDesign, Germany
2000
Brand Identity

- Volkswagen Identity

Advertisement
Client: Volkswagen
Firm: MetaDesign, Germany

Performance-enhanced beauty.
Volkswagen Identity

A galvanised body can be admired for years to come.

With the Volkswagen Touran and Touran Estate, quality takes new importance. Because with a car that looks so good, you'll want to enjoy its classic design for as long as possible. The complete body of both models is therefore galvanised to protect against corrosion. Moreover, your Volkswagen trailer even gives you a 12-year warranty against rusting through.

The excellent build quality of the New Beetle and New Beetle Cabriolet is evident in many other ways, for example, the narrow and uniform gaps between the body panels. Such properties are possible because of its great body tightness achieved through special bonding techniques in areas of partial strain. Close R panels have numerous benefits including reduced wind noise and improved aerodynamics, which in turn lead to reduced fuel consumption. Not only is body strength an important safety measure, it's also key to great manufacturing.

Impressive build quality is not only external; it can be heard and felt, too. Like the sound the door makes as it closes or how the refined interior surfaces are pleasant to touch.

The excellent build quality shown in another, even more visible form factor. The co-polyester lenses are made of solid plastic and bonded to the body. Consequently, many panels can be exchanged in minutes, for example, after parking damage.

01 The narrow tolerances between the panels highlight the exceptional build quality.
02 The use of computerised construction techniques helps ensure the precision of every part.
03 Perfect workmanship provides a perfect finish.
Volkswagen Identity

Website
Client: Volkswagen
Firm: MetaDesign, Germany
2000
- **Volkswagen Identity**

Signage
Client: Volkswagen
Firm: MetaDesign, Germany
2000
Volkswagen Identity

Corporate Identity Manual
Client: Volkswagen
Firm: MetaDesign, Germany
2000
- Audi Identity

Client: Audi
Firm: MetaDesign, Germany
Audi Identity

Advertisements
Client: Audi
Firm: MetaDesign, Germany
Audi Identity

Brochures
Client: Audi
Firm: MetaDesign, Germany
- Audi Identity

Brochures
Client: Audi
Firm: MetaDesign, Germany
Audi Identity

Architecture
Client: Audi
Firm: MetaDesign, Germany
Websites

– Pentagram

– MetaDesign, Germany

– Siegel+Gale
  • [http://www.siegelgale.com/](http://www.siegelgale.com/)
• Graphic Design Solutions -
  – Chapter 7

• Next class:
  – Bring 3 samples of branding materials from same brand to discuss