



## ***Big Brand for the Little Guy: The Visual Side of Branding***

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### ***Elements of a successful symbol (logo)***

- Positive association
- Easy identification (quick read, easily recognized, remembered, recalled)
- Abstraction level
- Reduction / scalability
- One color
- Symbol weight
- Flow
- Direction

### ***Categories of logos***

#### **Monograms**

A letter or combination of letters (or numbers) rendered in a distinctive manner.



#### **Logotype (Wordmark)**

A company name rendered in a uniquely styled type treatment. Letterforms may or may not be altered from existing typefaces.



#### **Symbol**

A graphic device (geometric form, organic form, illustration, etc.) representing a company or service.



#### **Combination**

A mark combining letterforms and symbols or combines any of the above categories.



### ***Extending the brand***

"Brand" refers to more than just a logo. From products or services being offered to a physical space/environment, branding includes—but is not limited to—visual elements that help establish and articulate the mission of a given company or organization.

**Initial questions for establishing a strong brand/identity include the following:**

- What is our mission?
- What story are we trying to communicate?
- Does our logo successfully reflect the things we want to say? (If so, how? If not, where is the disconnect?)

**Maintaining or extending a strong brand/identity requires the following:**

- Consistent use of logo, colors, patterns, images, and fonts for *all* marketing materials (standards manual)
- Revisiting the company mission and asking: Do our communications successfully tell our story? Are we conveying the right look and feel? Is there consistency with respect to our visual or marketing materials?
- Awareness of how physical space/environment can affect customer experience, satisfaction
- Budgeting for design

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