

BRAND IDENTITY

Brand identity is often associated with the way a product looks. This includes its: style, colour scheme, name, logo and packaging design.

Brand identity is also associated with the way customers feel about the product. Brands names are often trusted by the general public. All these factors contribute to the characteristics of brand identity.

- Brand identity helps customers distinguish between similar products, manufactured by different companies.
- Brand identity is often associated with innovation.
- Brand identity is usually associated with good design.
- Brands always have a distinctive logo/symbol.
- Brand identity creates and maintains interest in products.



An inspiration board is a digital collage of inspiring images, colours, text styles that you can use to develop ideas for a project. It can also include: drawings, words, fabric swatches, paint chips, and textures.

A brand board is the finished article that contains your brand logos, final brand colour palette, brand typography or fonts and brand patterns and illustrations. **A brand board**, provides an at-a-glance summary of the look and feel of your brand.

ADOBE TOOLS

- Selection tool:** Select drawn objects/ Move objects.
- Sub selection tool:** Edit shapes.
- Shape tool:** Creates shapes; rectangles, ellipses, polygon's stars etc.
- Paintbrush Tool:** The Brush tool creates a line or stroke. Great for drawing with and using like a real paintbrush.
- Shape Builder tool:** that allows you to create complex shapes from simple ones.
- Type tool:** Creates letters.
- Type on a path tool:** Lets you type on a drawn line or around a shape.

A **logo** is a symbol or design used to identify a company or organisation.



Typography means the style or appearance of text. Typography is also the art of arranging type to make written language legible, readable and appealing when displayed.



A **design brief** is a document or set of instructions for a design project. The design brief outlines what the purpose of the project is and instructions for what is required. Sometimes a client gives a designer a brief outlining what they want their product to be like, e.g. 'Design a label for a new drink to be called Aqua.'

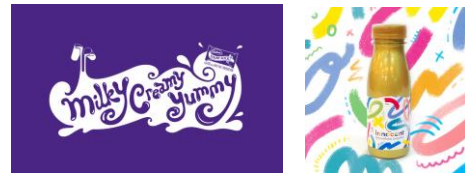


DESIGNERS

Milton Glaser was an American graphic designer. His designs include the I Love New York logo, a 1966 poster for Bob Dylan, and the logos for DC Comics, Stony Brook University, and Brooklyn Brewery.



Aries Moross is a graphic designer, illustrator, and art director based in London, and is recognized for their typographic illustrations.



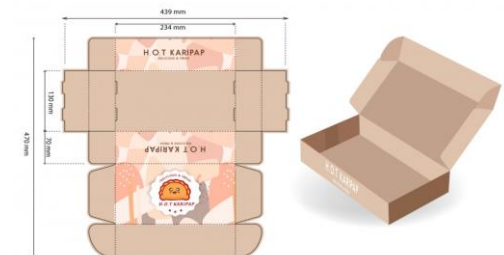
Elmwood hold more awards than any other agency ever! They are skilled packaging designers with an incredible ability to increase product sales without any advertising.



KEYWORDS

- DESIGN BRIEF
- BRAND IDENTITY
- INSPIRATION BOARD
- BRAND BOARD.
- LOGO
- TYPOGRAPHY
- PACKAGING DESIGN
- PACKAGING NET

The **net** of a 3D shape is what it looks like if it is opened out flat. A net can be folded up to make a 3D shape. There may be several possible nets for one 3D shape. You can draw a net on paper, then fold it into the shape.

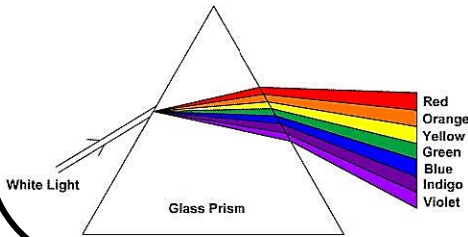


GRAPHICS KNOWLEDGE ORGANISER

COLOUR THEORY

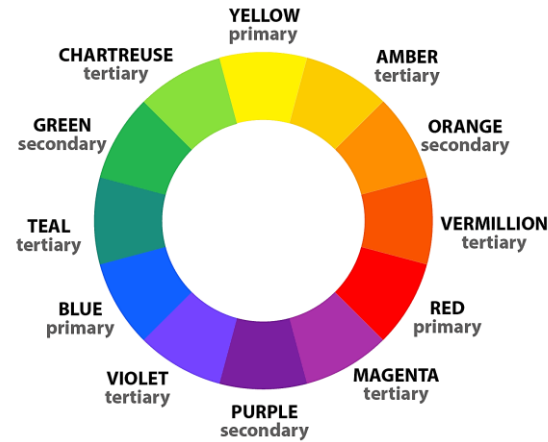
As a **designer** you should use colour theory to help you create harmonious colour combinations within your work. **Colour theory** is a set of guiding principles that is used by artists and designers based around the colour wheel.

Sir Isaac Newton (1642-1726) is credited with developing the first colour wheel and the traditional study of colour theory based on his experiments with refracting light through a prism. He discovered that if light passes through a glass triangle (prism) the light is divided into bands of different colours which became known as the colour spectrum.



These bands of coloured light can be seen in a rainbow.

COLOUR WHEEL



Primary colour: are basic colours that can be mixed together to produce other colours. They are usually considered to be red, yellow, blue.

Secondary colour: Colours made by mixing 2 primary colours; Orange, green, purple.

Tertiary colour: A colour made by mixing equal amounts of a primary and secondary colour.

COLOUR THEORY - SYMBOLISM

A **colour palette/scheme** is the colours that are used for all visual aspects of the brand e.g. logo, text colours, packaging etc. Colours should be selected very carefully based on colour theory and emotions. You also want to make sure that when combined, your colours all look good together and are aligned with the vibe of your inspiration board.



COLOUR SYMBOLISM It has been known for a long time, that colours influence the way we feel and even our emotions.

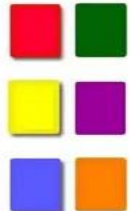
Designers, companies and manufacturers use colours cleverly, to promote a certain feeling about their products.

KEY TERMS

COLOUR THEORY
COMPLEMENTARY COLOURS
HARMONIOUS COLOURS

Complementary

Colours: are the colours that sit directly opposite each other on the colour wheel. They contrast each other.



Harmonious/Analogous colours: are colours that are opposite each other on the colour wheel.

KEY TERMS

COLOUR PALETTE/SCHEME
COLOUR SYMBOLISM

| | | | |
|--|---|---|--|
| <p>RED</p> <p>Green has come to represent the environment and environmental issues, outdoor activities and nature.</p> | <p>YELLOW</p> <p>Purple has been associated with wealth, success, luxury, mystery and even royalty for centuries. Often used as the colour on expensive products. Lighter shades of purple, are associated with romance.</p> | <p>BLUE</p> <p>Orange is associated with energy, impulsiveness and youthfulness. Orange is often used on food packaging.</p> | <p>BLACK</p> <p>Black is associated with sophistication, elegance and mystery. Has impact, especially when used on posters or banners.</p> |
| <p>GREEN</p> <p>Red is often used to 'grab' attention. Red must be used carefully, especially in advertising, as over use reduces its impact and ability to attract the attention of potential customers.</p> | <p>PURPLE</p> <p>Yellow is linked to happiness because of its brightness.</p> | <p>ORANGE</p> <p>Blue is associated with the sky and water, calmness and relaxation. Government organisations and websites incorporate blue, due to it being associated with trust, security and safety.</p> | <p>WHITE</p> <p>White is often used alongside other colours, helping to enhance them and as a contrast. White is associated with innocence, purity and honesty.</p> |