

A woman with long dark hair, wearing a white lace top, is sitting at a table and working on a laptop. A croissant is on a small plate on the table. The background is a blurred interior with a large circular light fixture.

# *Style Your Brand* THE CREATIVE BRIEF

## **MODULE THREE**

### Your Iconic Brand Image (Logo + Signature Colours + Fonts)



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# CREATING YOUR LOGO

*"It is only by association with a product, a service, a business, or a corporation that a logo takes on any real meaning. A logo derives its meaning and usefulness from the quality of that which it symbolizes."*

**Paul Rand**

Your logo will tell your customers a lot about your company, who you are targeting, your positioning and can affect their emotions and actions at a subconscious level.

Research has shown that a brand's logo can impact consumer decision making. A powerful logo can positively impact the success of a brand and though it may look simple, creative use of symbols and shapes can make a big impact.

Your logo is a key part of your brand story, and if it is well executed, it can quickly indicate who you're targeting and what your brand stands for. Very often, I can tell if I want to do business with a company based on the style of their logo. The logo puts into tangible form the **mood and essence** of your brand.

It's a key brand positioning symbol and can help you attract the right clients.

If you already have a great logo for your business, congratulations! If you are having any doubts about your current logo or just getting started creating one, then take some time to review this **logo creation guide** in this workbook. Though you may be working with a graphic designer, it is important that you have an understanding of the key elements of creating a logo, so that you can get the most out of your design.

## TYPES OF LOGOS

There are four types of logos:

**Watermark**  
**Letterform**  
**Pictorial**  
**Abstract**

As a relatively unknown or new brand, it is a good idea to have a watermark in combination with some symbol (e.g. *pictorial, abstract or letterform*) or watermark only. I do suggest you use a symbol only if you are just starting out and unknown.

I suggest using both because a symbol allows you to communicate the personality of your brand in a visual way. In addition, it can be applied in a variety of formats especially in very small spaces where someone may not be able to read your text.

If you do decide that you will be using a symbol as part of your branding, take into consideration the subconscious message that various shapes will send to your clients and determine what shape or symbol will best represent your brand. We will discuss this in this workbook.

### WATERMARK LOGO

These are usually words or abbreviated letters. Some examples of iconic watermarks are:



### LETTERFORM LOGO

These logos are usually symbolized by only one letter.



### PICTORIAL LOGO

This is where the illustration is of some recognizable symbol (*e.g. animal, people, places etc.*).



### ABSTRACT LOGO

This is usually an invented illustration that symbolises something meaningful for the brand.



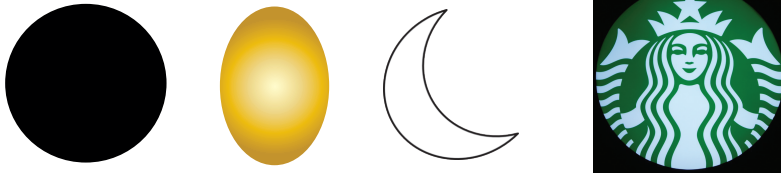
Some brands have a combinations of the styles that they may use together or separately.

**PLEASE NOTE:** *Using clip art is not appropriate for creating a signature and iconic brand! You'll have your logo for quite some time, so it's worthwhile getting a professional design unless you are a designer.*



## PSYCHOLOGY OF SHAPES

### Circles, Ovals and Crescents



**A circle or oval shape** is associated with completeness and stability. It is a *feminine energy* that sends the message of love, friendship, shared power and protected space. Customers tend to feel positive emotional energy with brands that use round shapes in their logo.

It's no wonder Starbucks has used the Siren (goddess) in a circular shape to send the message of warmth, friendship and a place where people come together.

**The crescent** is great for creative brands. Crescent comes from the Latin word "*creare*" which means to create. If your brand personality is creative this may be a good option to incorporate in your design.

### Triangles



This shape due to its peak point represents the masculine energy and is typically used by brands that want to convey the message of greatness, superiority, stability and dependability. It is also associated with power, law and religion. An inverted triangle sends the opposite message of a top heavy, tense and risky company.

### Rectangle and Squares

Consumers tend to feel safety and stability with shapes that have four points. The brand feels dependable.



### Vertical Lines

This is a masculine energy and symbolizes strength, alertness, stability and aggression. These are typically used by brands that want to convey strength and appeal to men.

### Horizontal Lines

This conveys the message of calm, tranquility, feminine and community.

### Diagonal Lines

Is energetic and shows movement. They may also appear indecisive and unstable.

## CASE STUDY

A study was conducted by an international team of researchers, to determine the impact of shapes in a logo on consumer perception.

In one experiment, 109 college students were asked to rate an ad for a new pair of running shoes. The students were randomly assigned to one of three groups depending on the logo design they were shown: **circular, angular, or no logo**. All students were shown an ad with a picture of a running shoe with the headline *"Introducing the New Farber Shoes."* In the circular and angular logo conditions, the ads contained a picture of the shoe with the logo on both the shoe and at the bottom of the ad next to the Farber trademark.

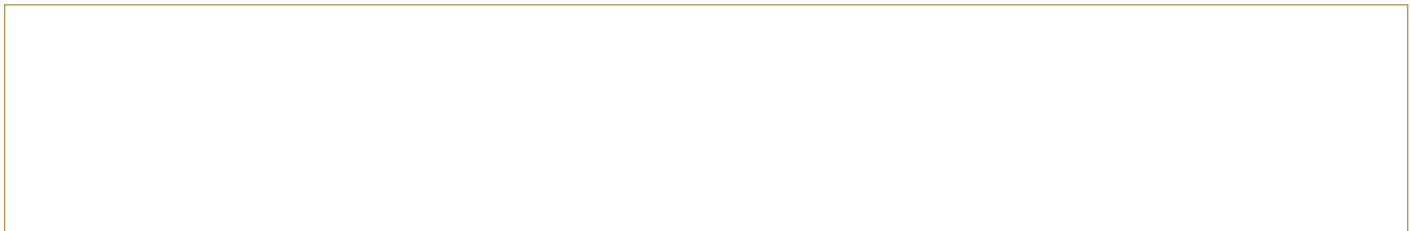
After looking at the ad, participants rated the shoe on three criteria: **quality, comfort, and durability** using a 9-point scale.

Participants who were shown a circular logo rated the shoes as more comfortable than participants in the other two groups. Meanwhile, participants who were shown the angular logo rated the same shoes as more durable compared to the other two groups. (<http://www.psychologicalscience.org/index.php/news/minds-business/the-shape-of-a-logo-has-a-powerful-impact-on-consumers120911.html>)

### Which symbol or combination of shape best represent your brand personality?

When selecting your brand symbol take into consideration how fits your brand personality. This is the symbol you want to come to mind when people think of your brand. Ensure that it embraces the mood of your brand and triggers the right emotions.

**Apart from the shapes mentioned, you may also want to consider other symbols like arrows, even animals or mythological characters.** *E.g. Versace uses the medusa in a circle, both symbols representing feminine energy with a twist of rebellion.*



## YOUR MAGNETIC BRAND COLOURS

Perhaps one of the most iconic and memorable aspects of any brand is its colours. Close your eyes and think about UPS? You saw brown didn't you? What about Virgin Atlantic? Bold red flashed into your memory.

In an info-graph by *Colourfast.com*, 93% of purchase judgments are made based on visual perception. 84.7% of Consumers cite colours as their main reason to buy a particular product. 80% think colour increases brand recognition.

This is a compelling case for ensuring that whatever colour you select for your brand, that it is both appropriate and in alignment with the personality and emotions, that will best connect with your ideal clients.

**PINK**  
feminine  
fun  
nurture  
flirty



**BLUE**  
professional  
trustworthy  
calm  
security  
stability



**WHITE**  
simple  
clean  
pure



**PURPLE**  
spiritual  
wise  
evocative  
luxury  
imaginative



**ORANGE**  
happy  
affordable  
creative  
friendly  
youthful



**YELLOW**  
optimistic  
playful  
forward thinking  
confident



**GREEN**  
growth  
organic  
fresh  
caring  
earthy  
growth  
wealth



**RED**  
love  
energetic  
seductive  
bold  
action  
passion







For a more in-depth interpretation of colour visit this link: <http://www.colour-affects.co.uk/psychological-properties-of-colours>. You may decide to select 2-3 colours. I suggest a maximum of three colour which you can more consistently apply and build brand recognition faster.

**Based on the personality attributes, emotional connection you want to create with audience and how you want to be perceived, which colour(s) would best suit your business?**

**Visit at least 3-5 top performing competitor websites. How appropriate are the colours you selected for your industry?**

To maintain consistent branding, it is important that you obtain the correct colour codes in CMYK, RGB (Print) and HEX (Web). Knowing the exact colour codes for each colour you will use for your brand, will be useful when building your website or creating graphics for promotion and social media. Keep the colour codes saved in a place where you can easily access and share them. If you are planning to DIY your logo, you can use any of these tools to select your colours. :

<http://www.color-hex.com>

<http://colorizer.org>.

If you are working with a graphic designer, ensure that they provide you with the **CMYK, RGB and HEX codes for your brand colours. It is the key to staying consistent.**

## YOUR BRAND COLOUR CODES

Colour Name	<input type="text"/>	Colour Name	<input type="text"/>	Colour Name	<input type="text"/>
CMYK	<input type="text"/>	CMYK	<input type="text"/>	CMYK	<input type="text"/>
RGB	<input type="text"/>	RGB	<input type="text"/>	RGB	<input type="text"/>
HEX	<input type="text"/>	HEX	<input type="text"/>	HEX	<input type="text"/>

Some designers may also assist you in creating secondary colours, which can be used for non-permanent collateral material. However, you should use your primary colours more often to create greater brand recognition long term.

There is a **60-30-10** rule in branding which you can use to guide your logo design. Use 60% of the primary colour (official colour), 30% of the secondary colour for contrast and you may choose to include 10% of an accent colour for the finishing touch but a lot of brands use two colours which is perfectly fine.

You can decide which colour should be the dominant colour of your brand, although at the design stage may be guided by the font, icon and overall what works best.

## PSYCHOLOGY OF TYPOGRAPHY

The font you use for your logo and copy on your website, will tell your audience a lot about your business. Similar to shapes and colours, fonts carry emotions.

When creating your logo you will need to be ready to have the font conversation with your designer.

I have seen many people become very frustrated with this aspect of their branding, going back and forth with designers on the selection of fonts. They can't seem to explain exactly what type of look they are going for and how it will affect their overall market positioning.

This part of the workbook will guide you through the process of correctly explaining and selecting the right font for your business.

The two key players in the font world are San Serif and Serif. However, we will explore 6 different font families (typefaces). Within each category there are a variety of font options. What may be important for you and your graphic designer to know is which Typeface you have a personal preference for based on your brand personality and industry. The designer can then explore a few font options in that family.

Let look examine how a fictional company named **"SANSERIF"** changes personality with a change of font and analyze the emotions each style conveys.

SANSERIF

This font is sophisticated and modern. It is also clean and easy to read. The user of this brand may feel like they are dealing with a brand that is high-quality and luxury.

SANSERIF

This font is more playful and casual. It gives the impression of a company dealing with a younger target audience and very informal.

*Sanserif*

This font is very feminine. It is youthful giving the impression of a brand targeting women 16-24 years. It's casual and modern.

Let's look at a few font families that you may consider for your brand.

**Serif**= This is one of the oldest lettering types and send the message of tradition, authority, respect, formality and reliability. Used by brands like the Tiffany & Co logo.

**Some of the commonly used Serif fonts:** Georgia, Baskerville, Garamond

GEORGIA

BASKERVILLE

GARAMOND



**Sans Serif**= This type is modern, simple, stable and clean. You can easily identifying them as not having lines at the end of the stroke. Brands use this font to send the message of being contemporary and up to date. Used by brands like the Chanel logo.

**Some of the commonly used San Serif fonts:** Helvetica, Arial, Century Gothic

HELVETICA ARIAL CENTURY GOTHIC

**Slab Serif**= sends the emotional message of strength, modern, bold and creativity. This used by companies like Sony.

**Some of the commonly used Slab Serif fonts:** Rockwell, PT Serif

ROCKWELL PT SERIF

**Script (Handwritten fonts)** = Personal, Formal, Feminine and Elevated look. Most handwriting fonts convey a message of elegance, grace and feminine energy. It adds a personal touch and shows creativity. This is used by brands like Cartier.

**Some of the commonly used Script fonts:** Edwardian, Lucida, Snell Roundhand

*Edwardian Lucida Snell Roundhand*

**Modern**= trigger the emotion of exclusivity, intellect, fashionable and as the name says modern. This is used by brands like Facebook and Nars cosmetics.

**Some of the commonly used Modern fonts:** Trench Pro , Foglihten No 07, Time Burner

Trench Pro Foglihten No 07 Time Burner

**Display Fonts**= Fun, amusing, friendly and expressive. These fonts tend to work best for larger sized material and may not be as appealing in very small font sizes. They are designed to catch people's attention and curiosity.

**Some of the commonly used Display fonts:** Cooper Std, Giddyup, Braggadocio

Cooper Giddyup Std Braggadocio

If you are selecting your font style on your own, there are a number of places where you can purchase fonts or download free fonts. Ensure that you read what the limitations of use are to avoid any breach in copyright of the font designer. Fonts downloaded should be suitable for “commercial use”. Read the licensing terms carefully. If you are getting your font custom designed or selected by your graphic designer, be sure to have this conversation on the terms of use for the font chosen.

Here are some places where you can find fonts for free or purchase:

### Free Fonts

**www.dafont.com** (ensure that the one you download can be used commercially)  
**www.fontspace.com** (again verify terms of use)

### Paid Fonts

**www.myfonts.com**  
**www.fonts.com**

You should select at least three different fonts for your brand. Signature/Primary font which is the one used for your logo and headlines. A second one for text in documents and at least one handwriting font.

**Find at least three famous logos or logos of companies in your industry that reflect the style and look that you are trying to achieve.** *Write the names of the companies here and what you like and dislike about the their logo. What elements you would like to have for your own logo.*

Which fonts resonates best with the personality you are trying to convey to the market?

### Signature Font

### Text Font

### Handwriting Font

Do you want to explore combining two different font styles in your logo? Which ones?

**Do these fonts suit my industry and reflect my brand personality?** *You don't want to look like a fast food chain when you're selling consulting or coaching services. Also consider the personality and lifestyle of your ideal customer.*

**Factors to consider when creating your logo:**

How will it look on a very small space?

Is it unique and different?

How will it look on my website?

How will it look in black and white?

Will this design stand the test of time?

Will it look good on stationary and t-shirts, etc.?

Does it capture the essence and positioning of my brand?

Will my target audience feel proud carrying it around?



## ESSENTIAL TOOLS FROM YOUR DESIGNER

So many business owners are left with logo files that are not adequate for future use on for example a coloured background or a scaled up design. When selecting your graphic designer, ask for their portfolio to get a sense of the look and feel of their design style and whether it is in alignment with what you are trying to achieve for your own brand. You also need to ask for the following:

**COPYRIGHT OWNERSHIP:** Have a contract that states that you are the owner of all copyright to the design, otherwise the graphic designer owns your mark.

**KEY FILE FORMATS:** You should request your all files including source files: ai, tiff, eps (*allows you to resize your logo without impacting the quality resolution*), pdf, png (transparency), jpeg and gif (*good for anything web related*), files. Don't assume, most designers don't automatically give you those files which you may need future design projects.

**COLOUR VARIATION:** you will need the CMYK, RGB and HEX numbers for every colour that is used.

**LOGO VERSIONS:** You may need both a vertical and horizontal version of your logo so that you have flexibility based on the various design needs you may encounter in the future. The files should also come in full colour, black and reversed logo and also ask for a favicon (you'll need it for your website).

Don't go for an over-complicated design. Simple is always better! Focus on creating a logo that is memorable, unique and appropriate for your business.

## REFLECTIONS/ADDITIONAL NOTES

## HOMEWORK SUGGESTIONS



Complete the worksheets and templates in this workbook.



Put all your ideas together in the “Graphic Design Creative Brief Form” which you can download in the member’s area. If you are working with a graphic designer, you can hand him/her this completed form to get started on your logo design with clarity.



Read these two articles on creating an iconic brand image as a further guide:

**1. How To Create Your Iconic Brand Image:** <http://hannafitz.com/brand-image/>

**2. Rhetoric in Branding:** <https://medium.com/@HannaGFitz/the-rhetoric-of-branding-abdc36ce8148>

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