

Year 3
10.11.2022

Attainment workshops *Knowledge*

Learning Outcomes

As we discussed in the last session your assignments at LCC are marked against the five UAL assessment criteria.

The Learning Outcomes are;

Enquiry

Knowledge

Process

Communication

Realisation

Today we are
going to explore
Knowledge.

Knowledge means; facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject.

Learning Outcomes *Knowledge*

Articulate a project's issues, content and contexts including relevant social, cultural, political and environmental factors, reflecting your critical awareness of contemporary practice. Industry Practice Unit.

Demonstrate competence and confidence in applying expert subject knowledge to a final project outcome and portfolio of work, applying knowledge of the appropriate professional context for the work. Major Project Studio Unit.

In your work you need to...

Clearly demonstrate your grasp of the project's issues, content and contexts within the completed design project and final presentation. Industry Practice Unit.

In both your designed outcomes and your process document, demonstrate an in-depth understanding of the context of your projects, and the application of a design and branding approach to communicate appropriate messages to your audience. Major Project Studio Unit.

As Graphic Branding
& Identity students,
what do you feel you need
to have knowledge about
to help your careers?

Let's discuss
for a moment...

Today we are
going to learn,
what is a brand?



A brand is an intangible marketing or business concept that helps people identify a company, product, or individual. This is especially true when companies need to set themselves apart from others who provide similar products on the market.

Brands are considered to be among a company's most important and valuable assets.

Coca-Cola®

A close-up photograph of a grid of Coca-Cola cans. The cans are red with the white 'Coca-Cola' script logo and 'since 1886' text. A small nutrition label is visible on one of the cans in the top row. The image is cropped to focus on the cans, with the top and bottom edges cut off.

Many companies are often referred to by their brand, which means they are often inseparable, becoming one and the same. Coca-Cola is a great example, where the popular soft drink became synonymous with the company itself. This means it carries a tremendous monetary value.

Let's spend 5 minutes thinking of other examples such as Dyson, Apple, Amazon.

Creating a Brand

When a company settles on a brand to be its public image, it must first determine its brand identity, or how it wants to be viewed. For instance, a company logo often incorporates a company's message, slogan or product. The goal is to make the brand memorable and appealing to the consumer.

People often confuse brands with things like logos, slogans, or other recognizable marks, which are marketing tools that help promote goods and services but a brand is more than that. It is the combination of a logo, typeface, imagery & messaging used to communicate a point of view and tell a story. Alongside its brand values communicated through a tone of voice. All of these elements work together to create a unique look and feel to appeal to a customer.



Brand equity

The willingness of a person to choose one brand over another or to pay for a premium for one brand over another – the value of that willingness is called brand equity.

Let's learn a little more by watching the following;

<https://www.investopedia.com/terms/b/brandequity.asp>

Creating a Brand

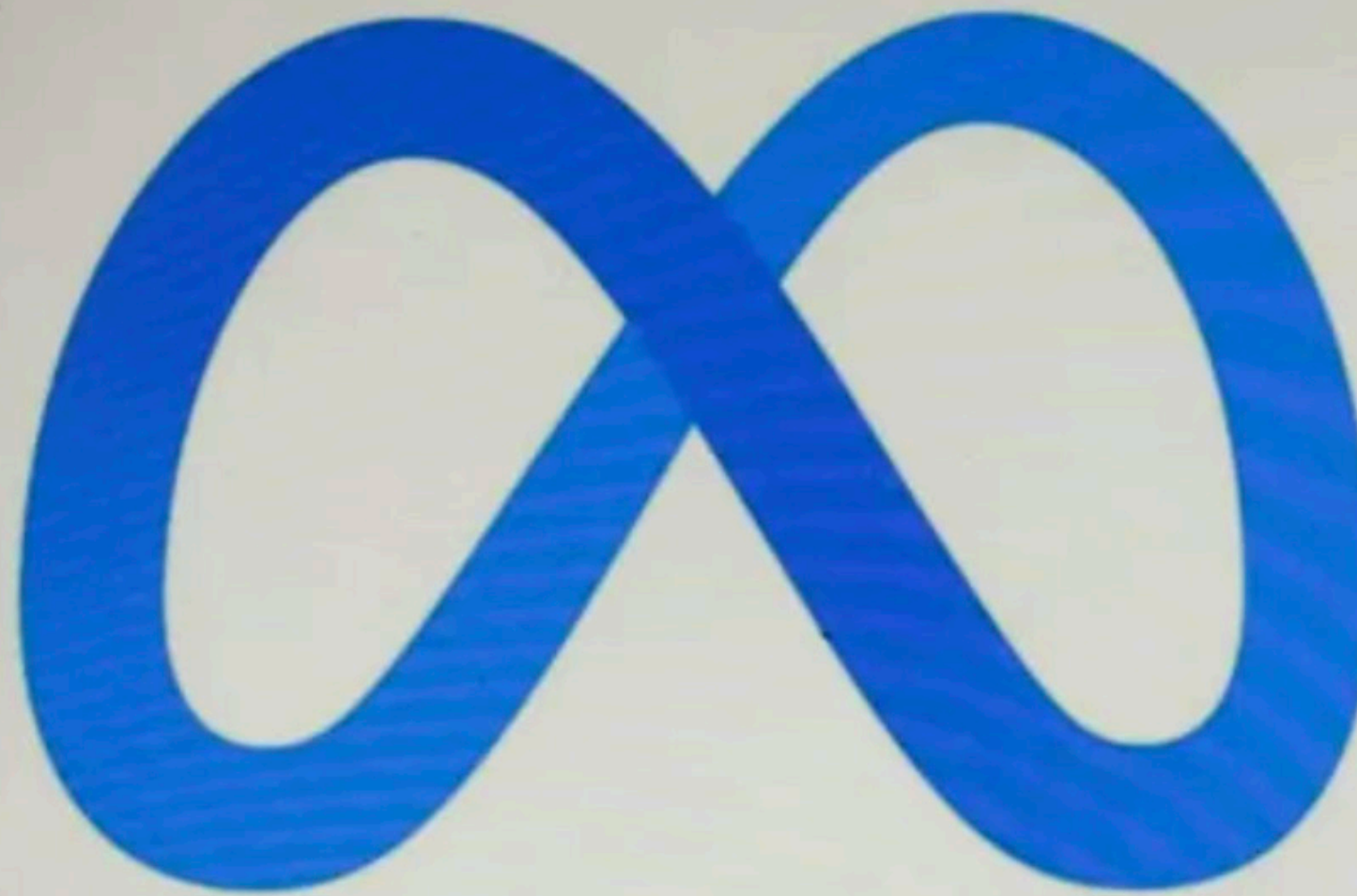
A designer or design company create the visual aspects of a brand, such as a logo or a symbol.

A successful brand accurately portrays the message or feeling the company wants to get across.

This results in brand awareness, or the recognition of the brand's existence and what it offers.

Creating a Brand

Once a brand has created positive sentiment among its target audience, the firm is said to have built brand equity. Some firms with brand equity and very recognizable product brands include Microsoft, Coca-Cola, Ferrari, Apple & Meta (formerly Facebook).



Meta

Here are some examples of the evolution of well know brands.

COCA-COLA. Coca-Cola

1886

1890



1900

Coca-Cola Coca-Cola

1905s

1940



1950



1969

Coke
Coke

1985



1987



1993



2003

Coca-Cola

2007

Coca cola. Brand evolution can be slow and subtle.



1900



1904



1909



1930



1948



1955



1961

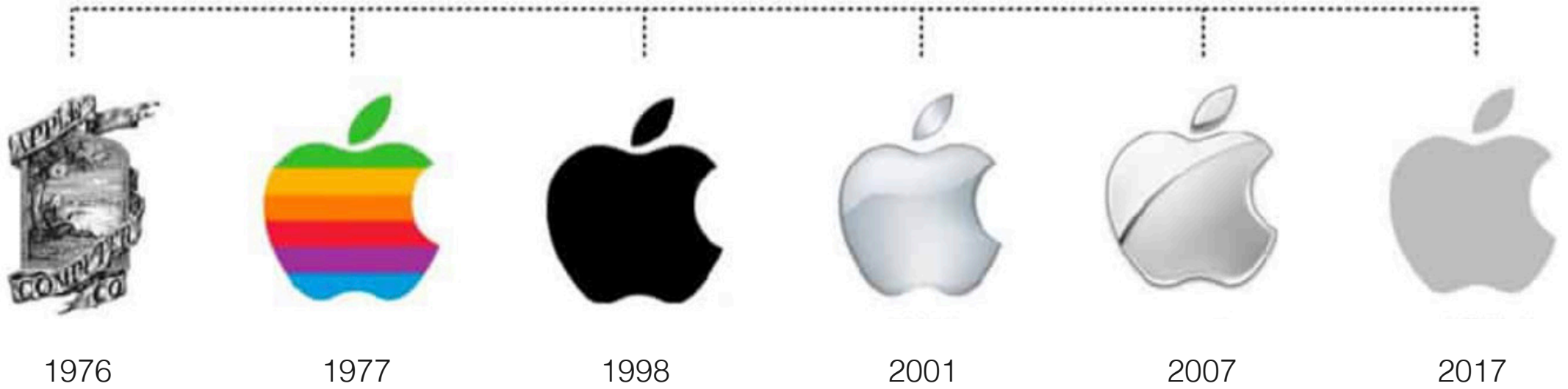


1971



1992

Shell. Or sometimes we see big developments.



Apple



1824-1866



1866-1879



1876-1905



1900



1900-1955



1921-1960



1960-1985



1985-2020



2020 - present



1905



1908



1914



1920



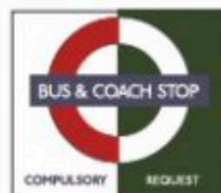
c.1920



1936



1948



1949



1950



1960



1924



1925



1933



1935



1935



1965



PAY AS YOU ENTER

1968



1970



1987



2016



WWF

2000-now



1978-86



1961-78



1961



2013



2010



2006



1998



1989-98



1980-89



1970-80



1990



Octobrt 6th 2010



October 12th 2020

Gap - sometimes rebranding doesn't work so well!

History of Brands

Brands have long been used to set products apart over the course of history. The idea of branding may go as far back as 2000 B.C., where merchants used it to sell their wares in different markets. At that time, it was commonly used as a technique to denote ownership of a product or a piece of property.



2X50

42.2.2



53



15.2.4



02

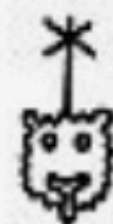
2.3



6.1



15.4.3



23



82.4



10.4.2



1.1



History of Brands

Branding has been used throughout the ages.

In the 13th century, Italians began putting watermarks on their paper as a form of branding. The term brand also refers to the unique marks burned into the hides of cattle to distinguish the animals of one owner from those of another.

TEXAS' EARLIEST
RECORDED BRAND
JULY 1ST 1762

BRAND OF THE ALAMO
MISSION (COMPAÑIA DE
ALAMO DE BEXAR)
GRANTED MAY 26, 1812

STEVE F. AUSTIN'S
SPANISH BRAND.

MISSION DE LA ESPADA
DE BEXAR
1778

JOSE FLORES
BEXAR DISTRICT
1806

DON NICOLAS SAEZ
BEXAR
1742

DON MIGEL HERNANDEZ
DE HOYOS
BEXAR DISTRICT
1765

BRAND OF THE TEXAS PATRIOT
JOSE ANTONIO NAVARRO
GRANTED NOV. 7, 1833

JOSE YBARDO
BEXAR
1806

JAMES TAYLOR WHITE'S
BRAND. THE OLDEST TEXAS
BRAND IN CONTINUOUS USE.
BEGAN IN 1820. DOUBLE W.

WILLIAM McFADDIN
JEFFERSON COUNTY
1837

MRS. JANE LONG
FORT BEND COUNTY
1838

MATTHEW MOSS
AUSTIN COUNTY
1838

BORDEN BROS.
FORT BEND COUNTY
1839

JOHN MOORE
MATAGORDA COUNTY
1845

History of Brands

But one of the most popular uses was in rural America. You've probably heard of the term branding, which was used by cattle ranchers, who used to brand their livestock as a form of identification. Brands started taking off after companies started packaging their goods in the 19th century to distinguish themselves from other companies.



Why companies are debranding? Bloomberg Quicktake

Brands follow trends just like other cultural events. There is currently a shift towards the simplification of brands, this is partly connected to their use on apps.

Let's learn more about this;

<https://www.youtube.com/watch?v=e1bjkPerpPs>

RollingStone



RollingStone

2018

nike

1971

NIKE

1978



1985



1995

Google

airbnb

Spotify

Pinterest

Google

airbnb

Spotify

Pinterest



1971



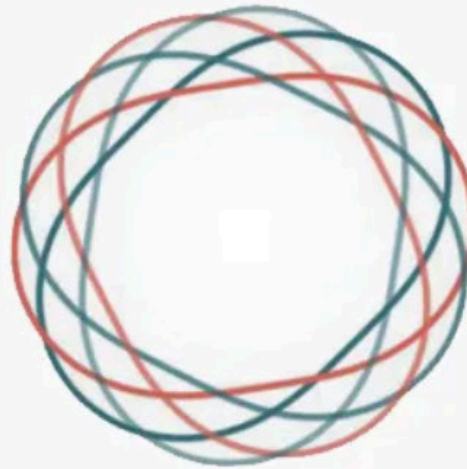
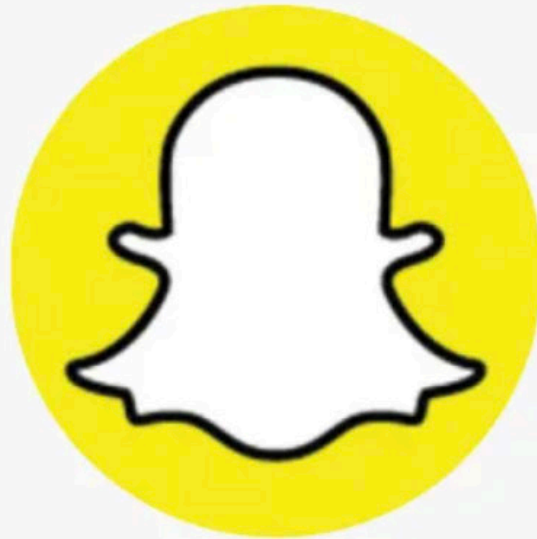
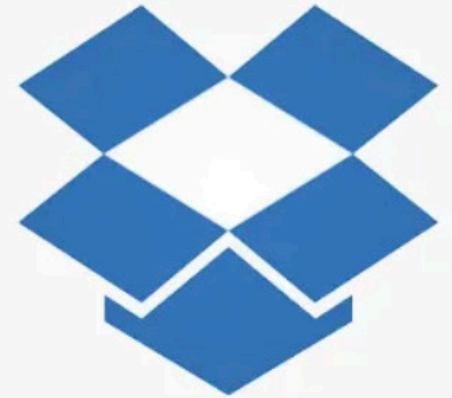
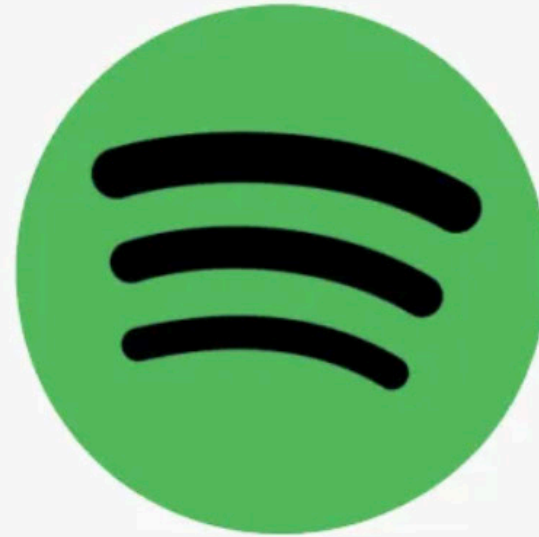
1987



1992



2011



NETFLIX

Can you name these brands just from their brand identity?

The reason why companies simplify their logos

Here's a little more information for us to digest and discuss.

<https://www.youtube.com/watch?v=282u-wTYM3s>

Branded house v House of Brands

A Branded House maintains the focus on a single, well-known and consistent brand, a House of Brands is home to numerous brands, each independent of one another, and each with its own audience, marketing, look and feel. P&G and Unilever are great examples of a House of Brands. Transport for London is an example of a Branded house.



Branded House



House of Brands



Hybrid



What elements do you need to create to build a brand toolkit?

A Brand Toolkit is your communication playbook. It includes principles and guidelines to ensure your brand is showing up holistically across channels. However, a Brand Toolkit is not meant to offer only one way of doing things.

Your brand tool kit can consist of the following;

Typography & font guidelines

Brand colour palette

Logo guidelines

Strapline

Imagery

Tone of voice

Guidelines

Brand story



Type Tasting

Sarah Hyndman is a graphic designer who creates innovative multisensory typography masterclasses explore the intersection between science and design. Her work is really thought provoking - follow her on LinkedIn or Twitter.

Considering how we use type to communicate the essence of a brand, let's do this exercise together

<https://www.type tasting.com/type-tasting-lab>

Complete the what type of music exercise

Considering how we use type to communicate the essence of a brand, let's do this exercise together.

<https://www.type tasting.com/type-tasting-lab>

Complete the 'What type of music?' exercise.



Consuming Typography: The Experience from Brain to Senses

Sarah Hyman created this lecture for the Adobe Max 2022 series. Let's watch this to learn more about how choosing the right typeface can affect your brand.

<https://www.adobe.com/max/2022/sessions/na-consuming-typography-the-experience-from-brain-s312.html>

Now, you are going
to investigate the
personality of some
existing brands

Choose one of the following brands

1. Coca cola / Guinness
2. Disney / Lego
3. John Lewis
4. Cadburys / Subway
5. Waitrose
6. Nike / Addidas
7. Ikea
8. Paul Smith / Toms / Uniqlo
9. V&A
10. Dyson

Spend some time reviewing your chosen brand and it's visual presence online.

Working in pairs using the following template to analyse and document the key points that communicate your brand.

You have 30 minutes.

When we return you will be asked to share what you have found with the rest of the group.

BRAND PERSONALITY

BRAND IDENTITY

LANGUAGE

TONE OF VOICE

CHARACTERISTICS

Presented by the
Department of Nike Archives

Boys from Wythenshawe don't just become champions. They champion change.



Marcus Rashford, forward for England's National Team

BRAND PERSONALITY *NIKE*

BRAND IDENTITY
Efficient, Winning

LANGUAGE
Champion / Coach

TONE OF VOICE
Motivational

CHARACTERISTICS
Brave / Determined / Achieving

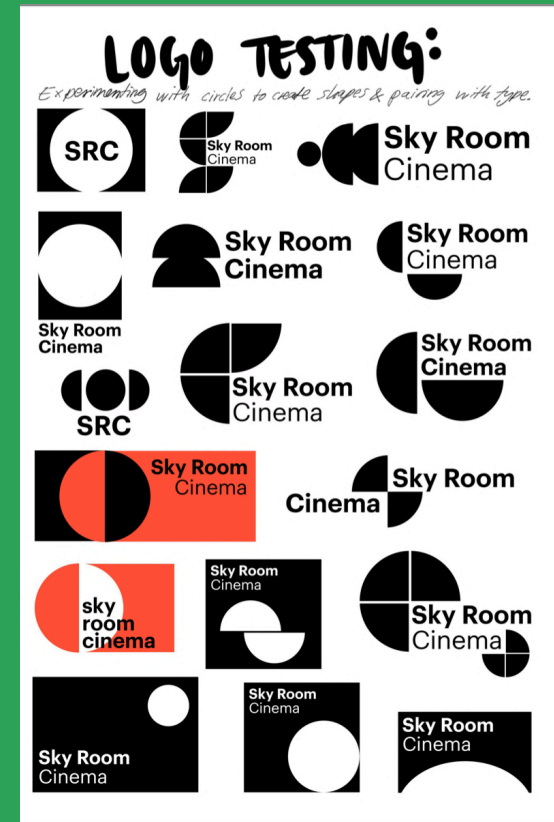
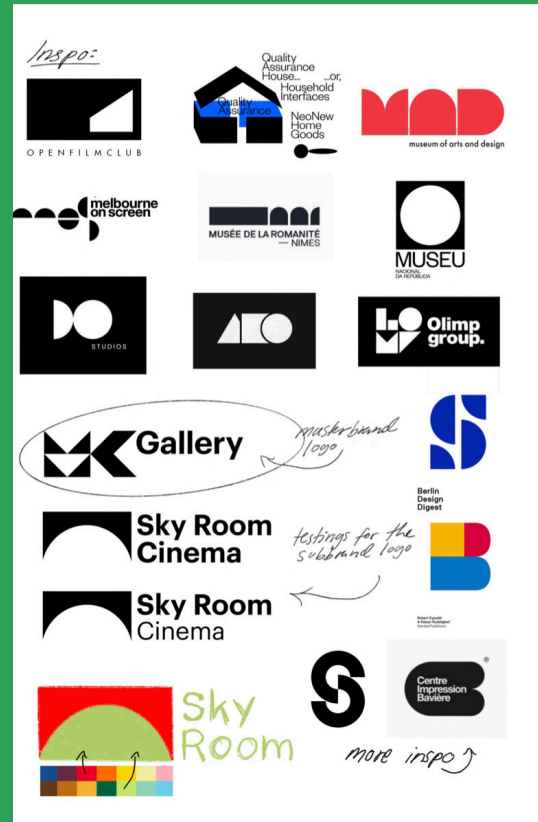
Make

Now its your turn.

Enjoy the exploration, investigation & research.

Share


what you have found...



To finish today, here are some examples to inspire you.
 These are sketchbook pages of brand development work from last years students.
 The identity was to promote the Skyroom Cinema - part of MK Gallery


FINAL LOGO ^{children edition}

I decided to go with bird logo since it relates to the brand name 'sky'. I didn't intend for the bird to be any specific type, but I do think it looks like a toucan.



childrens merch ideas:

- t-shirt
- lunch-box
- cap
- gift-card
- back-pack



Toucan bird

All these items could be sold in the gift shop downstairs by the entrance.

POSTER DESIGN TESTING:


Here are some digital design test for coming up with a recognisable design language, that can be used for different purposes within the brand...



These two however were a lot more soothing & simplistic

CHILDREN LOGO:

To add a fun element for the children that visits the cinema, I thought to make a mascot logo. Something with more personality.



I had initially planned to make these drawings as simple as possible, but I quite liked the more complex & playful ones.

Please email your
completed template to
s.mansell@lcc.arts.ac.uk

Learnt

Let's think about what *knowledge* we have gained today.
What do you plan on investigating further?



What have you learnt that you could apply to future design assignments?