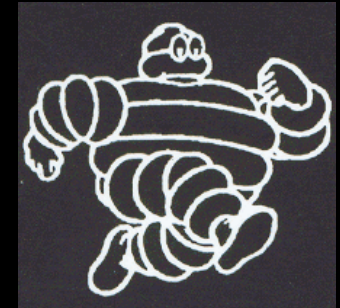


IDENTITY SYSTEMS

Design Programs and Branding

IDENTITY SYSTEMS



IDENTITY SYSTEMS

Design programs and branding are methods for getting your target audience to see a particular company, product or service as the only solution to a particular problem.

Here's an example of one that may have gone too far:



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The part of a company's identity that is visual, is referred to as the visual identity.

This is controlled by a plan that specifies the visual form that the company will use to present itself to the public: also known as a design program.



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A design program may consist of a number of basic elements and a number of rules for their application.

The most basic of elements are:

- Trademarks
- Typefaces
- Color Scheme
- Messaging tone and voice
- Sounds (music)
- Smells (perfume)

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The most common applications of a design program are:

- Correspondence (stationery set)
- Sales literature
- Advertising
- Products
- Packaging
- Vehicles
- Signage
- Shop fronts
- Shop Interiors
- Uniforms

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Ultimately design programs strive to improve company performance and customer satisfaction.

The goal is identification, telling who and how the company is or aspires to be.



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The most dominant element in most design programs, and instrumental in branding are trademarks.

We will be focusing on the role of trademarks: also known as logos.

The function of a trademark is identification.

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Trademarks can do two things, they can denote companies or parts of companies.



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And they also denote products or groups of products.



This also helps to understand the distinction between an identity system vs. a brand.

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A brand is a product (or a class of products) including:

trademark, brand name, reputation, and the atmosphere built up around it.



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Brands:

- distinguish goods from those of other producers
- create a valuable identity, which may allow the producer to charge more and sell more
- promise quality to consumers

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The goals of branding and those of a corporate design program are in principle the same;

the distinction is that brand implies a product-related design program.

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A trademark can provide identification in at least ten different ways:

1. Uniqueness: 'this is us and not anybody else.' Different from competitors and other companies
2. Value: high attention value is likely to be followed by good memory-retention
3. Holding power: capture attention: double takes, illusions, puns, puzzles

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4. Description: explicit information about the company and its products
5. Associations: relevant to the company or its products
6. Tone of voice: elegant/bold/aggressive/subtle/ humanistic/technical/natural/modern/exclusive...

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7. Graphic excellence: own artistic and symbolic value
8. Reputation: of company or product
9. Discretion: very subtle identification
10. Repetition: recognition by repetition