

How To Design a Memorable Brand That Catches On.

Poppie Pack

Canva



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AN INTRODUCTION

Today's world is all about accessibility. If taxis were easy to hail, we wouldn't need Uber. If books were affordable, then we wouldn't need Kindles. If it was easy to ask a girl out at a party, we wouldn't need Tinder. Uber gives you the GPS whereabouts of your driver with the model of their vehicle; Kindle gives you recommendations on what book to read next based on your previous purchase; and Tinder gives you a shot at meeting someone you might not have the guts to introduce yourself to. They have all created a promise that is unique by positioning themselves as ruler of their game within the marketplace, quickly becoming a necessity in your life. This is branding.

Every morning, on your commute to work, whether by foot, public transport or car, you are bombarded with a visual feast of billboards, automobiles, apparel, technology, bumper stickers, advertising screens, radio... the list goes on. Some of these products get lost in the chaos and fall under the radar. Then

you see a mark that draws you in. The shoe with the swoosh on the side, a familiar tagline on a poster, or the slick looking mobile phone with the graphite-back that grabs your attention. It might be that you have never seen this brand before. It's your first date and you're trying to work it out. It's intrigued you and you want to know more. Through their unique combinations of design, color and typography, they have incited your curiosity and captured your attention. Behind these products are companies with a deep understanding of their audience and how to engage with their target consumer. They have taken a strategic and bold approach to standing out from the crowd and are becoming a bigger piece of the puzzle.

A handwritten signature in black ink, appearing to read 'Poppie Pack'.

Poppie Pack
Senior Designer, Canva

1.

WHAT MAKES GOOD BRANDING

This section will uncover the fundamental components which make up the general practice of branding. This includes the importance of brand loyalty, strategy and great design.



refresh your world with  pepsi

LOYALTY

Know your customer. Find out what they do and what they like - what makes them tick. This will allow you to tailor your product to suit their needs.

The world is divided into two types of people. Are you partial to "Ice Cold Sunshine", or "Taking it to The Max"? Whether it's Coca Cola or Pepsi that floats your boat, you are part of a battle between fiercely loyal consumers. You are one or the other - not often will you find someone who swings both ways. Pepsi challenged Coke in the 1960s by positioning itself as "the generation ahead"

- making Coke seem old fashioned. Coke maintains its classic brand ethos and by doing so, maintains its following.

Brand loyalty is the commitment shown to a brand through repetitive purchasing of a certain product, letting the product become superior to its competitors.



THE BRUNT OF BRAND LOYALTY

How to keep your customers.



BE BETTER THAN THE REST

You will often obtain loyalists when they have been let down by another company. Focus on your strength and make it better than anyone else.



KEEP UP WITH THE GAME

Don't let your game get stale, but don't move on too quickly either. Understand what your consumers are saying, what they want, and keep up with the play.



MAKE A CONNECTION

Know your customers. Find out what they do, what they like - what makes them tick. This will allow you to tailor your product to suit their needs.



'SINCERELY, THE CEO'

Accessibility is key. Everyone loves knowing people high up. Personalize your business by making your customers feel like they know the boss.

STRATEGY + UNIQUE SELLING PROPOSITION

Iconic brands don't happen by accident. Understanding your customer, how they connect with your brand and why they absorb and respond to your marketing, is the basis of a well-crafted strategy. Understanding what motivates your audience is crucial, you have to become an untrained psychologist.

What makes your business unique in a world of over-saturated advertising? How do you stand out from your peers or competitors? The key to long-term success is recognizing what

makes your company different. To be your own evangelist, you need to know more about your company or product than anybody else. The only way to guarantee this is to research your market, your competitors and the people that have been champions in your domain before you. From analytics to brand stories, consumer trends and demographics – you don't need to be risk-free but the more you know, the better your outcome will be.

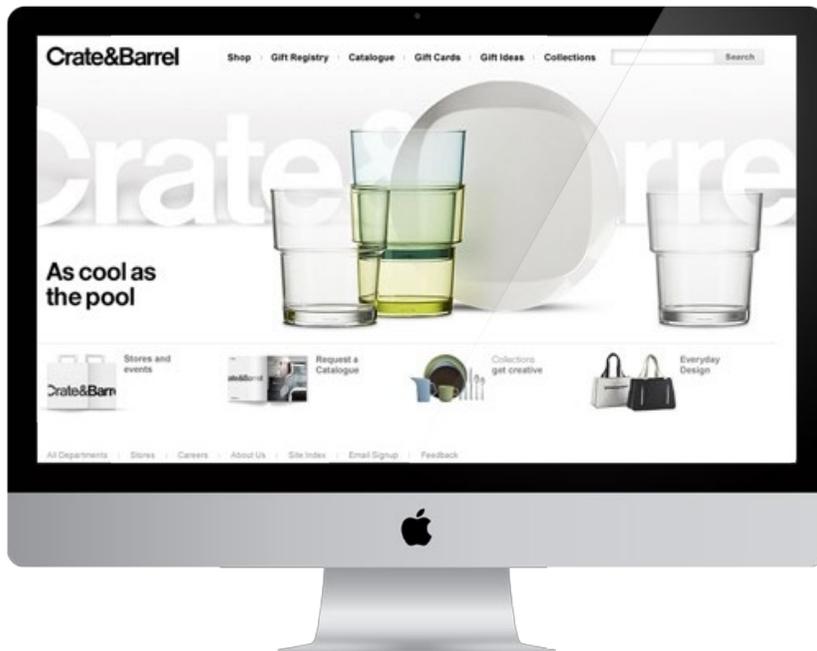


CRATE & BARREL - HOMEWARE

The brand experience is unpretentious and speaks to the 'every man' – bringing you product directly from the 'crate and barrel'.

Crate&Barrel offers a promise to their customers: great value and high quality furniture and homewares. The brand experience is unpretentious and speaks to the "every man". It brings you product directly from the "crate and barrel", breaking away from the traditional but unaffordable

style of its competitors. Crate&Barrel's initial focus in 1967 was an unconventional shopping experience which led them to easily implement an e-commerce strategy, paving a way for online shopping that keeps with the brand experience created decades prior.



GREAT DESIGN

Aesthetics matter. A well designed logo together with strategic positioning makes all the difference for your marketing

material. Ensuring your creative identity is cohesive across all collateral created for your brand is the most effective form of

visual communication. The look and feel of the logo should help with the implementation of a clarified set of style

standards. Your style guides is your reference for designing marketing collateral to ensure purity of your visual identity.



KIEHL'S - COSMETICS

Established in 1851, Kiehl's is a family company created by a pharmacist. The logo is elegant and simple, yet adheres to the look and feel associated with

pharmaceutical products. The point of difference with Kiehl's is transparency. All ingredients, directions and skin benefits are displayed on the front of the

packaging, and in contrast to their competitors, Kiehl's offers a clean and less feminine approach to design. It's no surprise that 30-40% of their customers are

male. Kiehl's are an eco friendly company with packaging made of recyclable material.

CONSISTENCY

Consistency creates the groundwork for the success of your business. With the fast moving influence of different advertising platforms, the application of consistent design

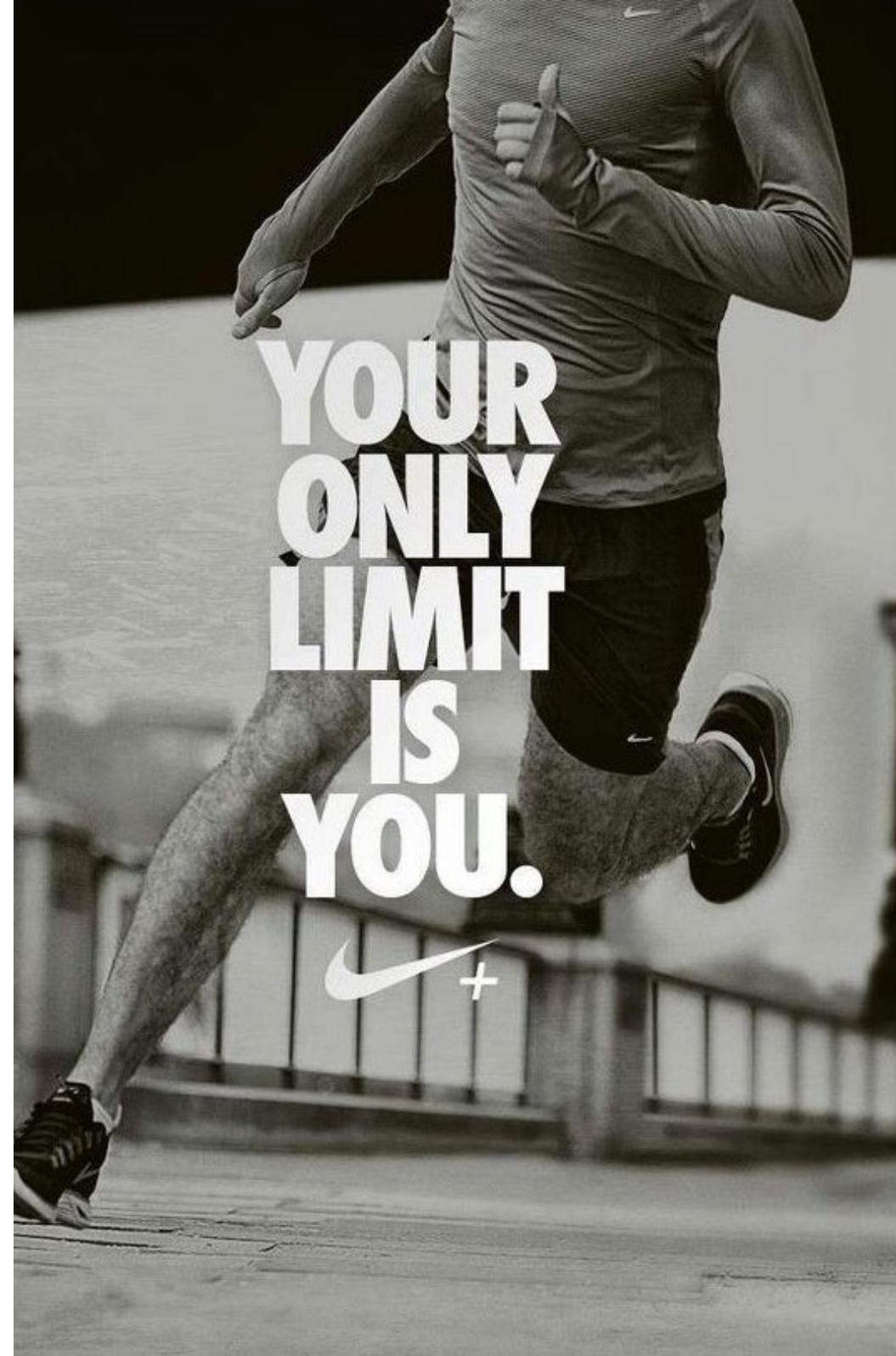
style across all these mediums is becoming harder to adhere to. From smartphones and LED billboards to social media, the spectrum of places to apply your brand is broadening.



NIKE - SPORTSWEAR

Nike is one of the most globally recognized brands thanks to its messaging, consistent use of typefaces, and a clean uncluttered visual style. The “Just do it” slogan embodies the voice of Nike, with accompanying

taglines of athletic prosperity like “Eat our dust” and “Smoke ‘em”. This kind of consistency isn’t just about applying the exact same style to everything, but also reinforcing the brand’s persona.





ENDEAVOR - SNOWBOARDS

*en-deav-or: v. try hard to do or achieve something.
/ n. an attempt to achieve a goal / earnest and industrious effort, esp. when sustained over a period of time.*



CONNECT WITH US



Endeavor Snowboards is a Canadian based company that was founded by a pro rider and photographer in 2002. It strives to raise the bar for what snowboarding should be, and redefines the ultimate snow experience.

Endeavor's consistent branding is a particularly interesting element of its social media and marketing material. The subject matter used in its social media and marketing tends to be action shots of boarders and snow-capped mountain tops.

Interestingly enough, Endeavor uses a monochrome filter which not only captures the dramatic velocity of the content, but also enhances the positive/negative (black and white) space of the photographic composition. This application even inspires the snow-shy to catch a chairlift. The black and white theme extends throughout all of Endeavour's creative, including its social media channels and website design. This maintains a cohesive visual aesthetic, as well as creating a unique brand style.

2.

BRAND PRINCIPLES

It's important you understand the footprint you are trying to make in your market, how you are different from your competitors and how you are going to create a unique journey for your customers.



Made in USA.

Retail Locations:
Ann Arbor—U of Michigan
Royal Oak—Washington Avenue
East Lansing—Michigan State

Text AASTORE + zip code to 23000
to find American Apparel locations nearest you.

That's American Apparel

Made in USA—Sweatshop Free
americanapparel.net

BRAND + VISION

THE IDEALS OF YOUR BRAND

The beginning of any project starts with a conversation about the future. What's the ideal outcome for this endeavor? What is the dream result at the end of the day? And most importantly, how do we as a team make

these dreams become a reality? The fortuitous conversation and overarching plan that is made at the stage of conception is what will define the brand's vision and create a mission statement.



Kindle Family & PaperWhite (right) - one of Amazon's best selling e-readers.

AMAZON - E-COMMERCE

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well. - Jeff Bezos

Make a mission statement. What do you think a Wall Street banker would know about selling books on the internet? In 1994, an innovative Jeffrey P. Bezos left his banking career to embark on the creation of online retailing sensation Amazon. It was a brainstorm of the Top 20 products that he could potentially

sell online that landed him with books as his final draw card. And its mission statement? To be Earth's most consumer-focused company, where anyone can find and discover anything they want at the lowest prices. This might have seemed overly ambitious in 1995, but today Amazon is a multi-billion dollar company.



GROW

FOOD. LIFE. PLANET.



Oxfam

OXFAM - NOT-FOR-PROFIT

Its mission: to reduce poverty and injustice in a global movement for change.

Take Oxfam, an organization devoted to changing the world. Its single mission statement: a just world without poverty. It doesn't get more courageous than that. Oxfam stands for the Oxford Committee for Famine Relief, founded in Britain in 1942. Its first campaign was to send parcels of food to starving women and children in occupied Greece during WW2. In 1995, a team of non-governmental

organizations established Oxfam with the mission to reduce poverty and injustice in a global movement for change.

This mission has proved to be one of the most successful statements known to not only the not-for-profit world, but the advertising industry in general. Oxfam has maintained its integrity and promise to create global change for the last 20 years.

GROW

FOOD. LIFE. PLANET.



Oxfam

HOW TO CREATE A MISSION STATEMENT

Questions to ask yourself about your brand.



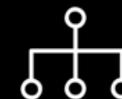
PURPOSE

Why does my brand exist?
Why am I creating this brand?



MISSION

What is the point of difference of my brand?
How is it going to change the market?



CORE VALUES

What are the values or beliefs that drive my company and guide my brand?

BRAND + EXPERIENCE

CREATING A JOURNEY FOR YOUR AUDIENCE

Let's talk about brand experience. Before work every morning, you go to your favorite cafe. When you walk up to the counter it's not necessary to tell the bearded barista your order, because he's

already started making it. You hand over your loyalty card and he stamps it (one more until your free cup!), wishing you a great day and using your first name as a friend would. Within minutes, you have your piping hot latte with

half a sugar. Exchanging a smile with the waitress, you rush out of the cafe to get to the bus on time. Once seated, you take your first sip and disappointment stings across your face. He gave you a soy cappuccino with too much sugar.

This has not only ruined your morning, but tarnished the once peachy ideals you associated with your local cafe. A bad experience can lose a lifetime of loyalty.



You hand over your loyalty card and they stamp it (one more until your free cup) wishing you a great day using your first name as a friend would.

Enough sun, enough laughter,

and siblings remember they like each other.

It's our pleasure.

*This is not a free-breakfast-kind-of-deal,
it's a "special concept", to make your
customer feel valued.*

We believe children should have fun. And parents, occasionally, should have a little peace. For reservations, contact your travel professional, call The Ritz-Carlton at 800-241-3333 or visit ritzcarlton.com.



Advertisement for The Ritz-Carlton

THE RITZ-CARLTON - HOSPITALITY

On the flipside, you have companies like The Ritz Carlton, who not only provide an exceptional experience but take it to the next level. Each staff member is given up to \$2000 to spend on a guest, to deliver the

ultimate luxury hotel experience. This might seem extravagant but they claim it's how they keep their brand promise. This is not a free-breakfast-kind-of-deal; it's a "special concept" to make customers feel valued. There are

plenty of stories like that of the Ritz Carlton Dubai, where one waiter overheard a gentleman whose wife was in a wheelchair, saying it was a shame she couldn't get down to the beach. The waiter told maintenance, who by the next

afternoon had prepared a wooden walkway down the beach with a tent set up for them to dine in that evening. Now, that's how you create a great brand experience!

BRAND + ORIGINALITY

SETTING YOURSELF APART FROM COMPETITORS

American Apparel has created a voice that reflects its brand and speaks to its pop-culture demographic.

Using a functional typeface for its logo together with the bodies of retail assistants and word of mouth, American Apparel has gone against the grain of a mainstream fashion brand. Some might consider it aesthetic purity, intentionally avoiding the sugarcoated stereotype of the fashion industry. To add pack to punch, American Apparel creates marketing material that

is both controversial and totally acceptable from an advertising perspective, displaying near naked people wearing little more than the item being promoted. Part of what is so special about American Apparel is that it has created a voice that reflects its brand and speaks to the pop-culture audience, while remaining true to the quintessential American Style.

BRAND ORIGINALITY

How to ensure your brand is different.



STEP OUTSIDE

Challenge your market by making your design style different to your opponents.



MAKE NOISE

Select a voice with an individual character and tone.

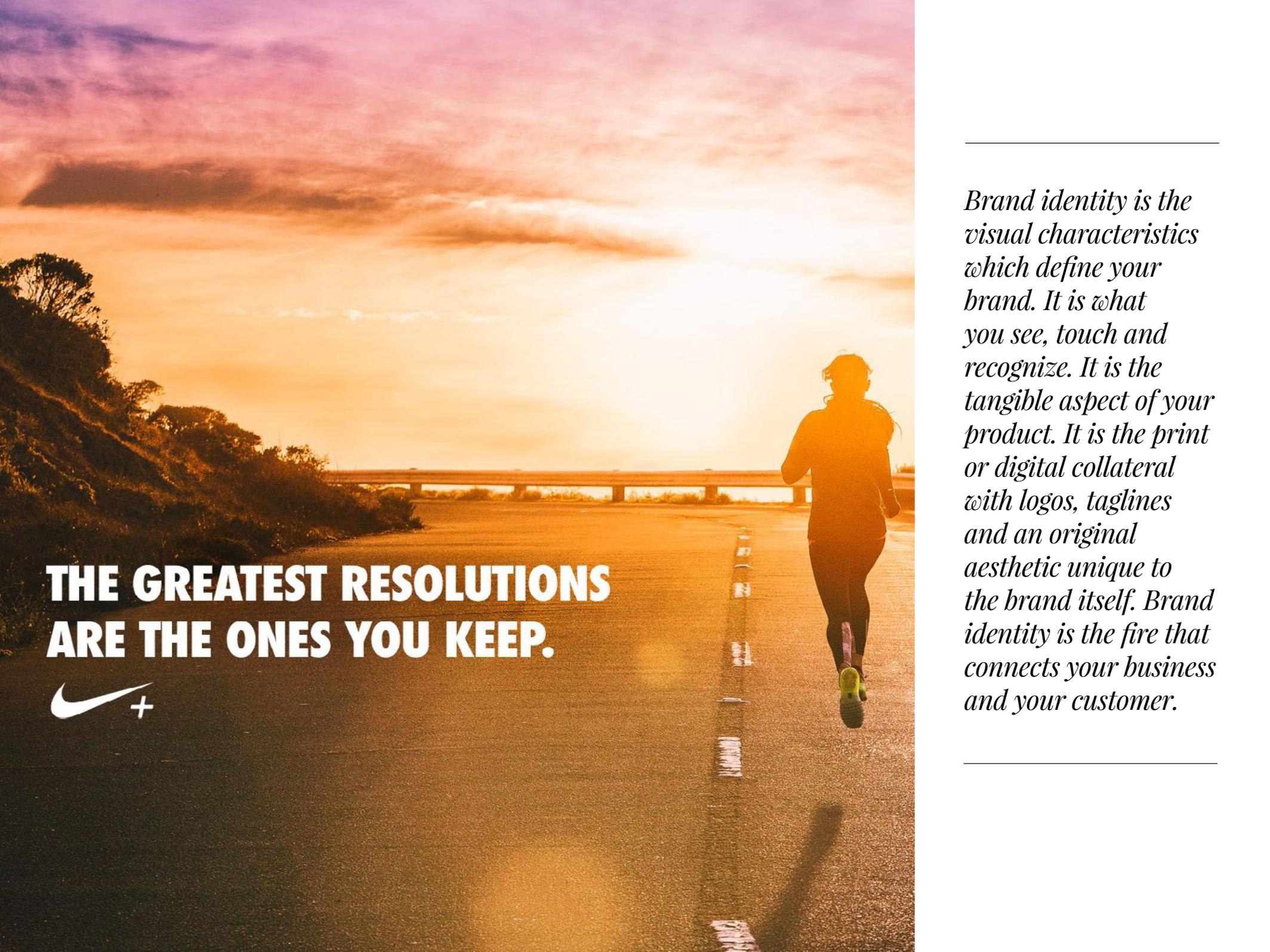


BEEF IT UP

Make it bigger, brighter and more exciting than your competitors.



American Apparel®

A person is running away from the camera on a paved road during a sunset. The sky is filled with warm, orange and pink clouds. The sun is low on the horizon, creating a strong silhouette effect on the runner. In the background, there is a bridge and some trees on the left side of the road.

**THE GREATEST RESOLUTIONS
ARE THE ONES YOU KEEP.**



Brand identity is the visual characteristics which define your brand. It is what you see, touch and recognize. It is the tangible aspect of your product. It is the print or digital collateral with logos, taglines and an original aesthetic unique to the brand itself. Brand identity is the fire that connects your business and your customer.

THE ESSENCE

SUMMARY OF YOUR BRAND PERSONA

You're waiting at the traffic lights on a rainy night, and ahead you see a billboard with an image of a beach. A wide, sun soaked, over-saturated cabana shot with a lone beer positioned in the sand. Even with the rain on your windshield, you know this is a Corona ad.

Consider how your brand would be summed up by a consumer. What is the emotion your brand is selling? Are you selling trust? Is it vital your customers feel they can depend on you?

Maybe you have specific values that you are conveying through your brand identity. Whatever it is, these components are what creates your essence. The personality of your brand. It is the way it's perceived by your customers.

Once you have figured out these characteristics, you will find it easier to create your brand identity. These elements will help you choose the correct typefaces, photo filters, color palettes and style to apply to your collateral.

The essence of the beer is what has helped Corona create its visual assets. The warm imagery and style of Corona's advertising lures a longing for the beach as well as a thirst-quenching need for a cool beer.



THE LOGO

A SYMBOL CREATED TO VISUALLY REPRESENT THE BRAND

“The life of a designer is a life of fight. Fight against the ugliness. Just like a doctor fights against disease. For us, the visual disease is what we have around, and what we try to do is cure it somehow with design.”
– Massimo Vignelli

The logo or mark that is used to represent your business is often the first relationship that is formed between the brand and

the customer. It is the first point of recognition. Create a logo that is not only well-designed but one that is memorable. However, it is

imperative to remember that your logo is not your brand. It should not define you, but instead be a visual representation of your

company. Your logo is just one element of your visual identity.



ALLPRESS
ESPRESSO



FedEx®



COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

Type-based logos: Allpress, FedEx and Coachella.



Pictorial logos: WWF, Apple, Spotify, Target.



Bondi Harvest



SATURDAYS
SURF NYC

Mixed logos: Bondi Harvest, Saturdays Surf NYC.

3.

DESIGN IN PRACTICE

The following section will explain the different components of designing for your brand, from color and typeface choices, to applying consistent style filters to all your imagery.

Design is not just what it looks like and feels like. Design is how it works.
- Steve Jobs





IMAGES + FILTERS

Consider the tone of your brand, as you have with the typography and the color palette, and apply the same to your images. Here, we have created different filter styles with a breakdown of what each one represents.



Filter settings for the VINTAGE filter:

- Brightness: -30
- Contrast: -17
- Saturation: +21
- Tint: 0
- Blur: +2
- X-Process: +54
- Vignette: 0

FILTER CODE # 4653796466009a

VINTAGE

'70s-inspired photo filters are in high demand. They echo beaches, salty skin and general summer bliss. In this image, the brightness has been decreased, to soften the blue sky and create warmer tones. Lowering the contrast takes the edge off the hard gleam in the palm tree. Adding a bit of X-process, inflects green tones into the sharp blue, imitating an aged photograph.



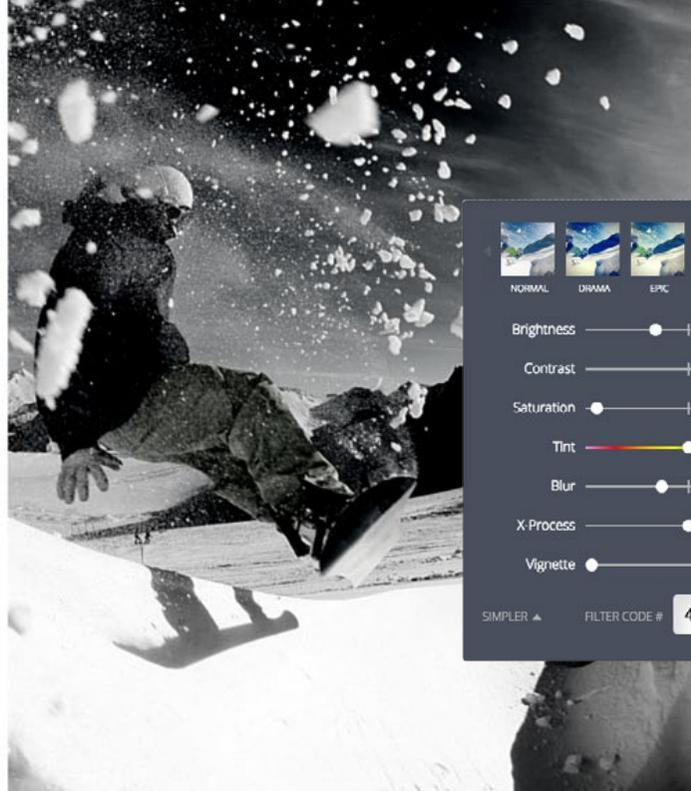
Filter settings for the VISTA filter:

- Brightness: -16
- Contrast: +30
- Saturation: +64
- Tint: 0
- Blur: +2
- X-Process: +15
- Vignette: +24

FILTER CODE # 5482a464661873

VISTA

Make the still blue of lakes and rivers gleam by increasing contrast and saturation. This helps the shadows become more prominent and separates the colors by darkening specific hues.



Normal Drama Epic Festive Grayscale

Brightness: -34
Contrast: +65
Saturation: -95
Tint: 0
Blur: -28
X-Process: 0
Vignette: 0

SIMPLER FILTER CODE # 42a50564480064

MONOCHROME

Get the full effect of shapes and forms by applying monochrome to your image. This doesn't necessarily mean that you have to make it black and white; monochrome simply means shades of one color. Toggle the contrast and brightness sliders to achieve the optimum effect for the features within your image.



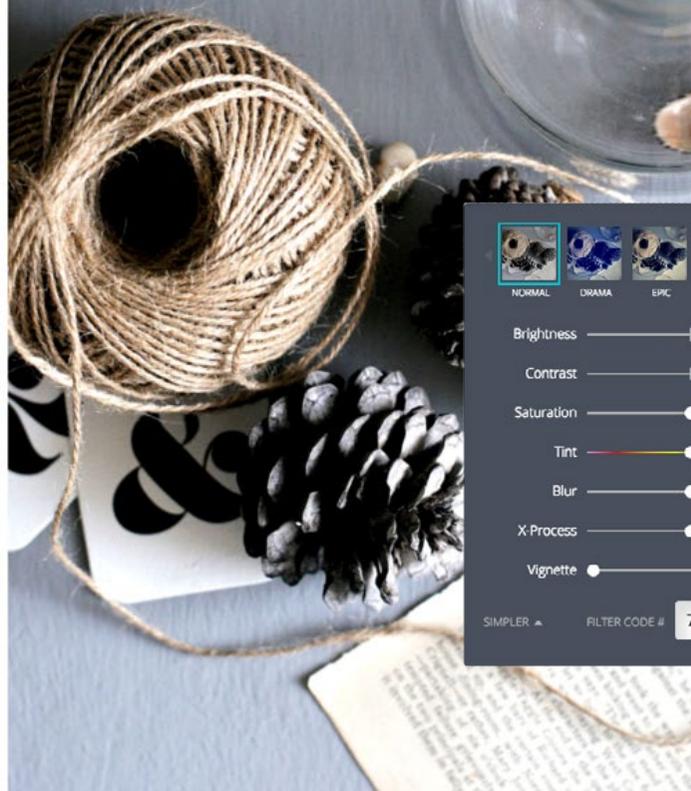
Normal Cali Drama Epic Festive

Brightness: 0
Contrast: 0
Saturation: 0
Tint: 0
Blur: -89
X-Process: 0
Vignette: 0

SIMPLER FILTER CODE # 646464640b0064

SHARPEN UP

Create detail and texture in your image by decreasing the blur. This is a great way to get the full texture of elements in your photo. The veins in the leaves (often hindered by the effects of a slow shutter speed) are now brought to life.



Normal Drama Epic Festive Grayscale

Brightness +19

Contrast +60

Saturation 0

Tint 0

Blur 0

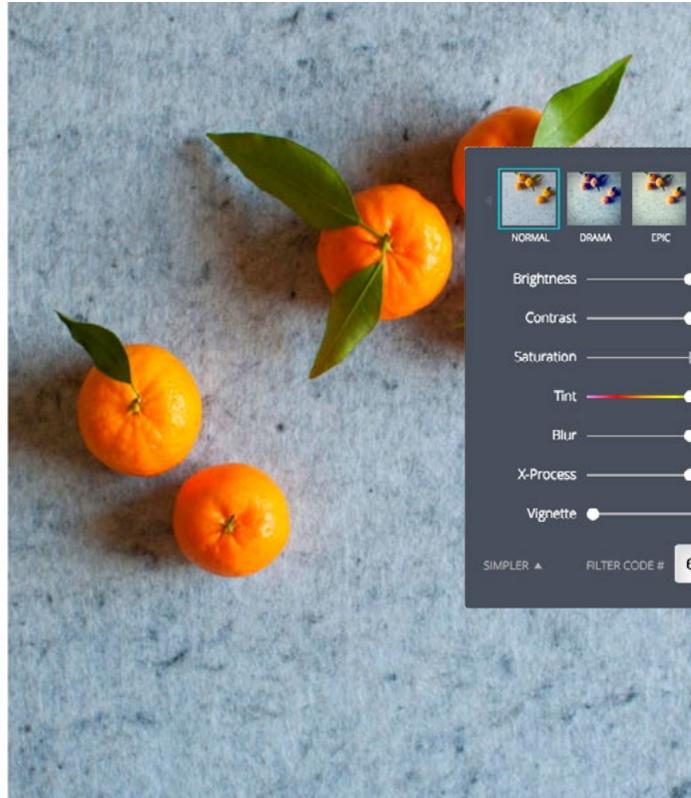
X-Process 0

Vignette 0

SIMPLER FILTER CODE # 77a06464640064

CREATE CONTRAST

With objects that are textural, such as twine and pine cones, the contrast has been increased to accent the blends. This feature also helps the layers of objects offset each other by defining the lightest and darkest areas within your image. The saturation has been adjusted to enhance the natural hues in each object.



Normal Drama Epic Festive Grayscale

Brightness 0

Contrast 0

Saturation +46

Tint 0

Blur 0

X-Process 0

Vignette 0

SIMPLER FILTER CODE # 64649264640064

HIGH SATURATION

In food photography, keep your objects luminous and intense by increasing the saturation and adjusting the x-process. This will also help enhance the separation between colors.



FILTER TIP

Make the still blue of lakes and rivers gleam by applying contrast and saturation. This helps the shadows become more prominent and separates the colors by darkening specific hues.



COLOR

How to create clever color combinations for your brand and apply them to your designs.

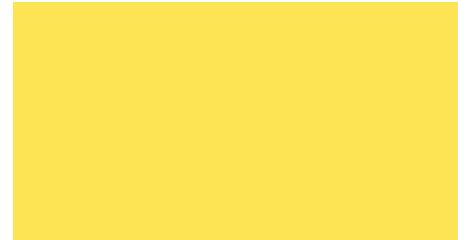
COLOR BREAKDOWN

“The purest and most thoughtful minds are those which love color the most.” – John Ruskin



GREEN

Green traditionally represents freshness and the environment, a natural color choice for any brands related to the living world.



YELLOW

Yellow represents happiness and joy. The warmth of this color stimulates mental activity and is said to capture more attention than any other hue.



BLUE

Often used with technology brands, the color blue is associated with security, loyalty, integrity and harmony.



ORANGE

Friendship and adventure are represented by the color orange. You will notice that a common visual representation of sports will include something orange.



RED

Passion, emergency, sexuality and lust are the emotions most often associated with the color red. In eastern cultures, red is the color of good luck.



PINK

Romance and love are celebrated in pink, this hue also relates to nurturing and compassion. It is known to bring out the empathetic qualities in people.



PURPLE

Purple stands for independence, individuality and inspiration. You will see this color used to represent spirituality and magic.



GRAY

They say this tone is known as impartial, being not one or the other. It's commonly a neutral color that has no major emotion attached to it.

THE COLOR WHEEL

Designed in 1666 by Sir Isaac Newton - the color wheel is the basic compass used for combining colors, a visual representation of color theory.

BRIGHT

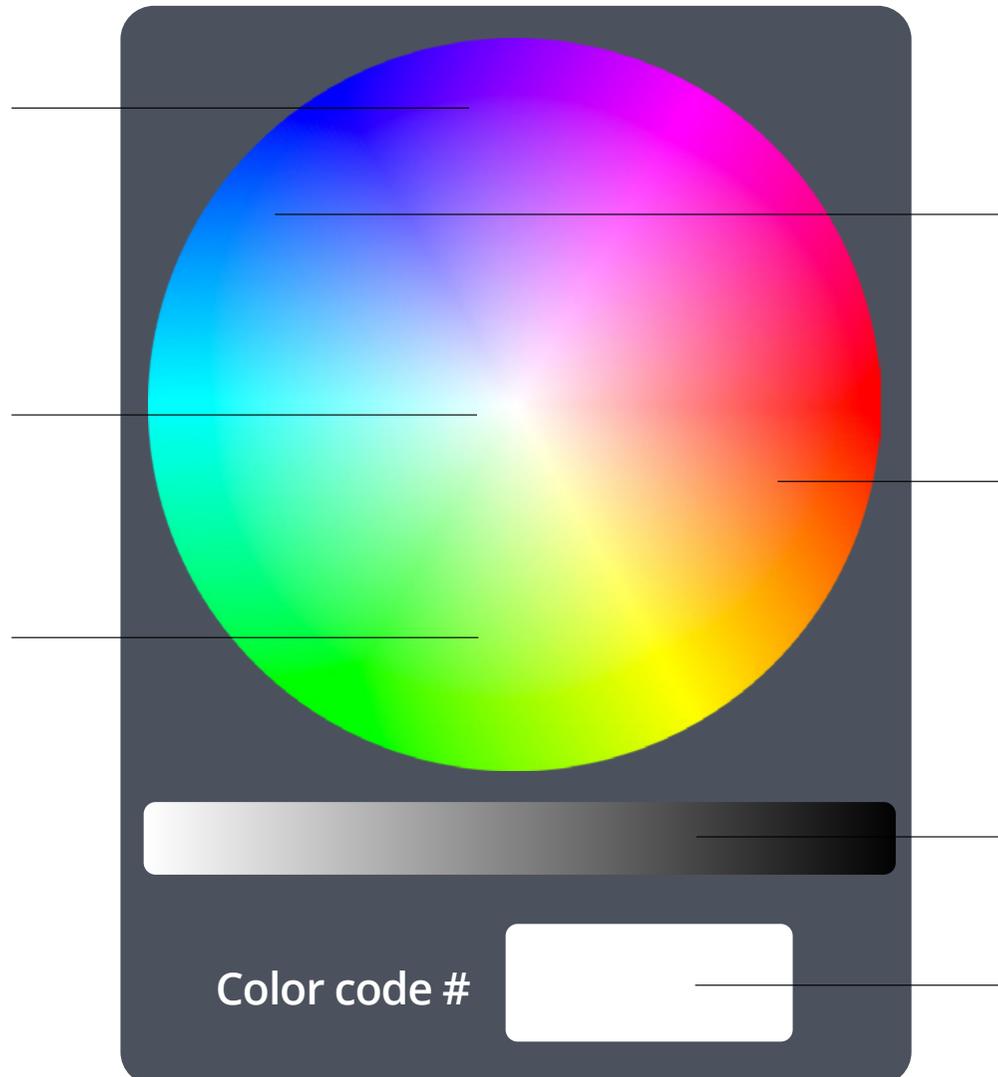
Bright colors are found on the outer edge of the color wheel. They are high-saturation and described as a "hue", the pure spectrum of the color (red, blue, yellow etc).

PASTELS

Pastel colors are the lightest, and most diluted version of each color, and are located in the center of the color wheel. These tones have the lowest saturation.

MIDTONES

These colors are your mid-range tones. They have an impact without over dominating, and can be considered a little muted as they lack the vibrance of bright colors, and the calmness of pastels.



COOL TONES

These are colors that have blue tones in them. They evoke calm and tranquil emotions.

WARM TONES

Warm tones represent energy and vibrance. They contain red and orange tones.

BRIGHTNESS SLIDER

The brightness slider is the tool which allows you to lighten or amplify the tone of your hue.

HEXADECIMAL CODE

The six-digit code which represents the exact color by specifying the values of each hue.

COLOR GROUPS

Choosing colors has some science to it. Here is a breakdown of some of the main color groups, and how they are established based on their location within the color wheel. Remember this is a guide; the best way to find colors is to experiment with different palettes and combinations.

ANALOGOUS

These colors sit next to each other on the color wheel. Because they are so similar in hue, create contrast by using different tones.

COMPLEMENTARY

These colors are opposite each other on the color wheel. This high contrast application creates a vibrant pairing and a strong visual effect.

SPLIT COMPLEMENTARY

This group is easier to work with than complementary colors. It is made up of two similar colors along with one contrasting hue.

TRIAD

Colors that sit in an even triangle across the color wheel are the triad group. A successful balance of these hues is when one color dominates over the other two.

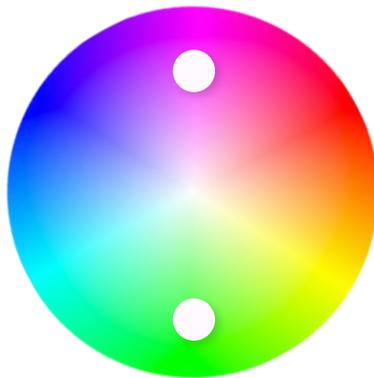
MONOCHROMATIC

A monochromatic color palette is when all shades are of the same color. It is commonly misrepresented as tones of grey, however its true definition is tones of the same hue.

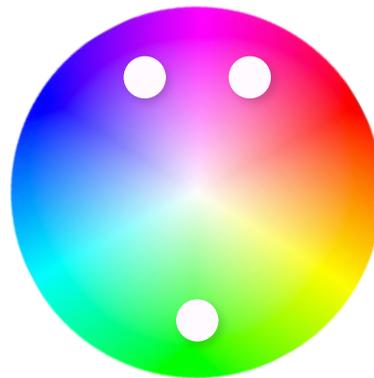
“There are colors which cause each other to shine brilliantly, which form a couple which complete each other like man and woman.” – Vincent van Gogh



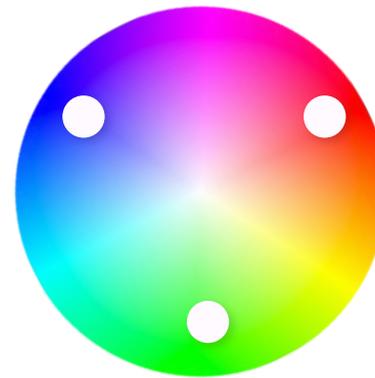
Analogous



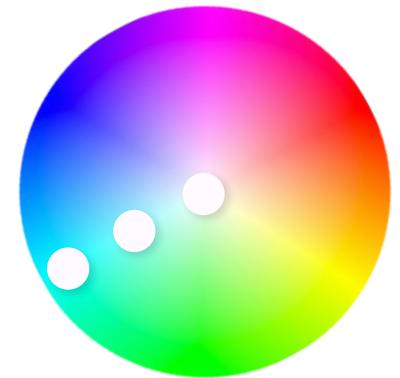
Complementary



Split Complementary



Triad



Monochromatic

CHOOSING BRAND COLORS

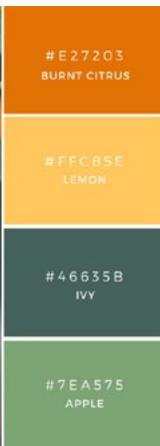
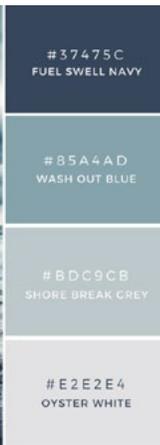
Choosing the right colors for your brand might seem like a daunting exercise. Find out which colors represent your industry or reflect the emotion you want your brand to convey.

Experiment by playing around with different schemes by plucking hues from photos, and creating moodboards to see how the colors work together, or don't. Try creating a template with a

photo grid. Insert images with interesting colors and collect the dominant hues you like from the photograph to form a palette. It's important to ensure you choose a collection of colors with enough

contrast so that they will work well when applied as backgrounds, elements and overlaying type.

Color combinations can come from anywhere, from the tones in nature, to the facades of buildings. Use a color dropper tool to create some beautiful palettes of your own. Here we have collated some nice options to inspire you.





COMBINING

typefaces for impact

FONTS

How to create and apply effective font combinations to develop a typographic style for your brand.

FONT PAIRING

Typefaces have personality too. Different typefaces symbolize moods. Therefore, the fonts you choose should represent your business, becoming a visual footprint for your brand.

Typography is one of the most interesting and exciting parts of graphic design. Different typefaces represent different personalities, so the ones you choose to for your business will create a visual

footprint for your brand. Just as certain colors work well together, there is a science behind font pairing also. Some type combinations work better together than others. A sans

serif and serif pairing is a nice option, as the opposing styles will create pleasing contrast. You can use a more detailed or elaborate typeface (like Sifonn or Sacramento) as a header, these

are often called display fonts. Remember, you don't have to use different typefaces to get a dramatic effect: use light, bold and italic versions from the same family for versatility.

1940

COCKTAIL HOUR

LUMBERJACK

BIG & BOLD

Sacramento

LEAGUE GOTHIC

Use the typeface Josefin Sans Regular for your body copy.

Mr Dafoe

ROBOTO REGULAR

Use the typeface Roboto for your body copy.

NORWESTER

ECONOMICA BOLD

Use the typeface Archivo Narrow Regular for your body copy.

ANTON

SIX CAPS

Use the typeface Open Sans for your body copy.

PERFUMERIE

INDUSTRIAL

OKTOBERFEST

GRAND OPENING

**LIBRE
BASKERVILLE**

Libre Baskerville Italic

Use the typeface Libre Baskerville for your body copy.

**AILERON
HEAVY**

ROBOTO CONDENSED

Use the typeface Aileron Regular for your body copy.

GERMANIA ONE

HAMMERSMITH ONE

Use the typeface Source Sans Pro for your body copy.

LEAGUE GOTHIC

ROBOTO CONDENSED

Use the typeface Lora Regular for your body copy.

FONT PAIRING

GELATO BAR

Yellowtail

RALEWAY REGULAR

Use Raleway Regular
for your body copy.

GEOMETRIC

Montserrat Bold

MONTSERRAT REGULAR

Use Montserrat light
for your body copy.

ENGAGEMENT

Quattrocento

QUANDO

Use Quattrocento for
your body copy.

CONDENSED

OSWALD BOLD

OSWALD REGULAR

Use Archivo Narrow for
your body copy.

MAGAZINE

Abril Fatface

ECONOMICA BOLD

Use Libre Baskerville
for your body copy.

FRENCH BAKERY

Parisienne

MONTSERRAT BOLD

Use Montserrat Light for
your body copy.

1940

Sacramento

LEAGUE GOTHIC

Use the typeface Josefin Sans
Regular for your body copy.

COCKTAIL HOUR

Mr Dajoe

ROBOTO REGULAR

Use the typeface Roboto
for your body copy.

ORGANIC PRODUCE

ARVO

COUSTARD

Use Sanchez Regular
for your body copy.

FASHION

BODONI BOLD

Bodoni Italic

Use Quattrocento Regular
for your body copy.

PERFUMERIE

**LIBRE
BASKERVILLE**

Libre Baskerville Italic

Use the typeface Libre Baskerville
for your body copy.

INDUSTRIAL

**AILERON
HEAVY**

ROBOTO CONDENSED

Use the typeface Aileron Regular
for your body copy.

4.

CASE STUDY SECTION

Now that we've demonstrated the elements that make up a brand's identity, we will run through four case studies. They have been created in Canva to show how to easily implement a style guide.

*Design can be art. Design can be aesthetics.
Design is so simple, that's why it is so complicated.
- Paul Rand*





COLLECTION

— GUIDELINES —

CASE STUDY ONE

*Object Product -
Home ware Company*

We've created Object Product is a homeware and product company that sells Scandinavian style furniture and objects. They've distinguished themselves for their beautiful and functional Nordic products. Given this cool and calm aesthetic, the strategy behind OP is to create a stylish and easy shopping experience.

THE LOGO

The geometric monogram inside the circle is a typical minimalistic symbol, which is part of the Scandinavian style. The O and P have been tightened together together using letter spacing to symbolize the way furniture

and items in a house combine to make a home. Enclosing your logo inside a shape is extremely functional. It means you are able to place it with ease no matter what the background.

THE COLOR PALETTE

Colors can produce an emotional response, therefore the colors you choose for your products should be selected with care. The palette below has outlined a rationale behind the color choice of each category.

This home ware company has color coded its category sections to easily identify with their audience what each piece of marketing material is about.

Colors can produce an emotional response, therefore the colors you choose for your products should be selected with care.

LOGO



The logo is used in color variants based on category.

COLOR PALETTE



PLANTATION

Plantation collection. Plantation green is used to celebrate all plants and items made of plant materials.



CRAFTING

Crafting collection. This category encompasses all items containing paper and crafting materials.



EDIBLE

The edible collection. Blue is the color chosen to represent all the culinary and food associated brand category.

THE TYPOGRAPHY

The font combination chosen for this brand is Sifonn and Josefin Sans, both art-deco style sans serifs. The clean and sharp edges of the typefaces represent the equally crisp edges and structure of the products sold at Object Product, while also

fitting with its contemporary aesthetic. Sifonn, with its heavier weight, is a suitable typeface for headings and call to action messaging. Josefin Sans is a finer font, and works well for body copy and subheadings.

THE IMAGES

The filter used for Object Product is low contrast and high saturation. This creates a shallow depth of field, making the objects in the image seem flat, allowing the photograph to act as a background. Another vital component to all the

photographs used is that it has been shot from a bird's eye view (flat high angle), to showcase the products laying flat. This also creates a more one dimensional effect which better acts as a background than angled photographs.

Another vital component to all the photography used is that it has been shot from a bird's eye view (flat high angle), to showcase the products laying flat.

TYPOGRAPHY

SIFONN

Primary Typeface

JOSEFIN SANS (BOLD)

Secondary Typeface 1

JOSEFIN SANS

Secondary Typeface 2

TREATMENT

HEADINGS

Sifonn to be used for title and headings.

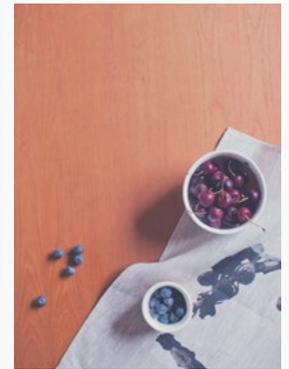
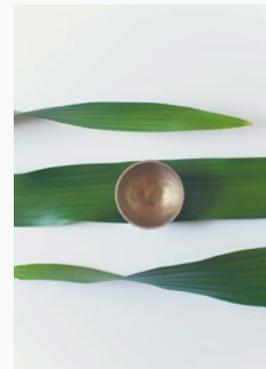
SUBHEADINGS

Josefin Sans Bold caps to be used for all subheadings.

Bodycopy

Josefin Sans Bold caps to be used for all bodycopy.

IMAGERY



FILTER CODE: 7E32A764640075

This filter is low contrast and high saturation. The benefit of this is that it creates a shallow depth of field, allowing the imagery to act as a flatter style background but keeping the colors strong and warm.

Its Twitter posts use color overlay on top of the background image which helps the collection category stand out and enhances the white type.



Left: A Twitter post in action. Right: Three different posts using different category colors and imagery.

Object Product has used the color overlay effect for their social media posts. This application serves the minimal text on

these graphics. It well offsets the background from the type and allows the category name to be full focus.



SIGNAGE

HOW BRAND IDENTITY IS IMPLEMENTED IN A STORE.





CASE STUDY TWO

*Wednesday for Wishes
- Charity Foundation*

Wednesday for Wishes is a charity foundation that supports less privileged children. Every child brought up in a loving home with the luxuries of choice has wishes granted, but the same is not said for those less fortunate. Wednesday for Wishes raises money to help grant the wishes of children that are orphaned, homeless or unwell. It is a humanity focused not-for-profit with a dream for a better world.

wednesday for wishes
brand styleguide



THE LOGO

The “Ribbon of Infinity” has been created to represent the idea that a wish does not go away until it is granted. Both ends of the ribbon get smaller, but one always sits off

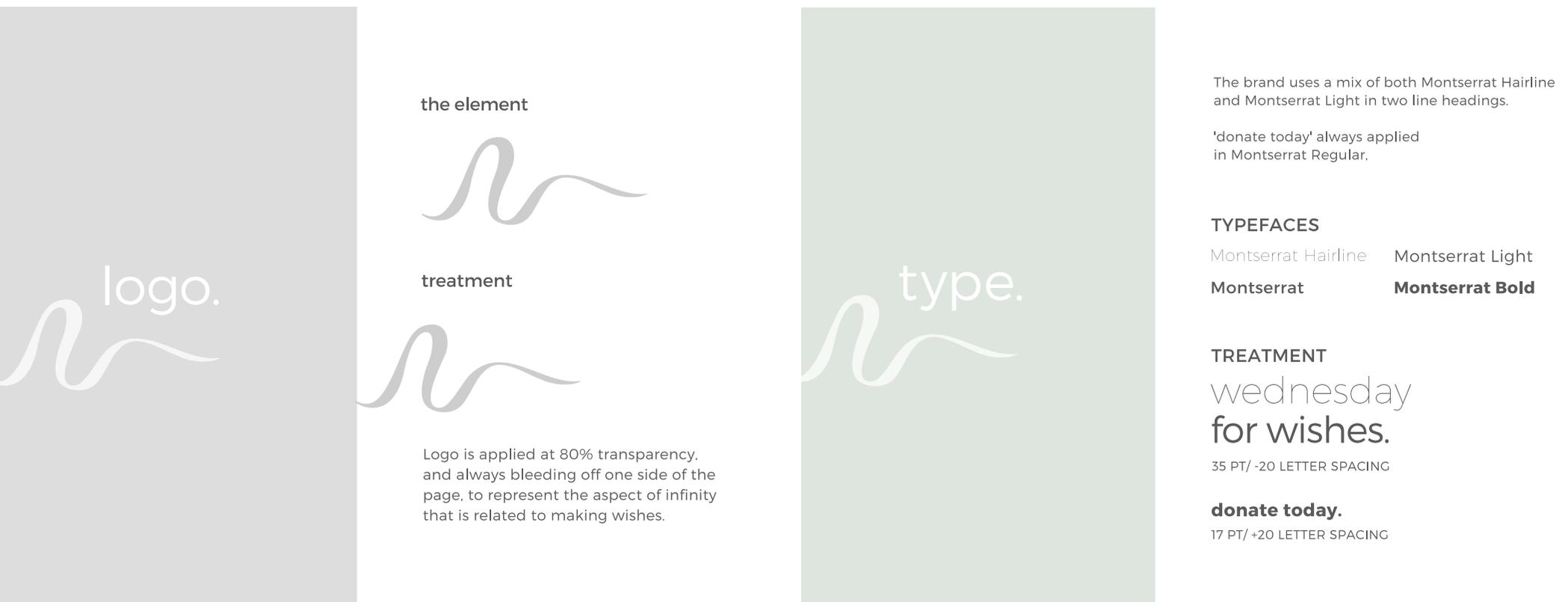
the page as if never ending. The logo can be used in any of the brand colors but always at 80% opacity.

THE TYPOGRAPHY

Montserrat has been chosen as the brand typeface. It's a very neutral and unpretentious sans serif that is easy to read and stands out well when scaled. There are three weights that are applied to different parts

of text, and all copy is placed in lowercase, this is the brand making a statement. This choice represents their lack of interest in hierarchy or levels of importance, only their brand mission.

Design is in everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda, and philosophy. — Erik Adigard



COLOR PALETTE

The Wednesday for Wishes foundation has a soothing palette made up of soft colors. These colors have been muted with a subtle transparency to

represent the opaque thistles of a dandelion. The dandelion is a common symbol within brand imagery and is associated with making a wish.

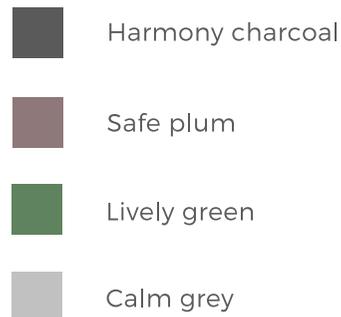
THE IMAGES

The image style chosen for Wednesday for Wishes is made up of decreased brightness, a purple tint and heavy x-processing. The combination of these effects makes for a soft and whimsical effect. In terms of the content, Wednesday for

Wishes choose wild dandelions as a theme in marketing material, as they are synonymous with the analogy of wishes. There is also a subtle transparency applied to the images to enhance style and tone of the brand.

Wednesday for Wishes choose wild dandelions as a theme in their marketing material as they are synonymous with the analogy of wishes. There is also a subtle transparency applied to the images to enhance the whimsical tone.

color.



images.



FILTER CODE: 5A7942A06832B4

Wild dandelions are synonymous with the analogy of wishes, an obvious feature when choosing image content for Wednesday for Wishes.

DESIGN IN PRACTICE

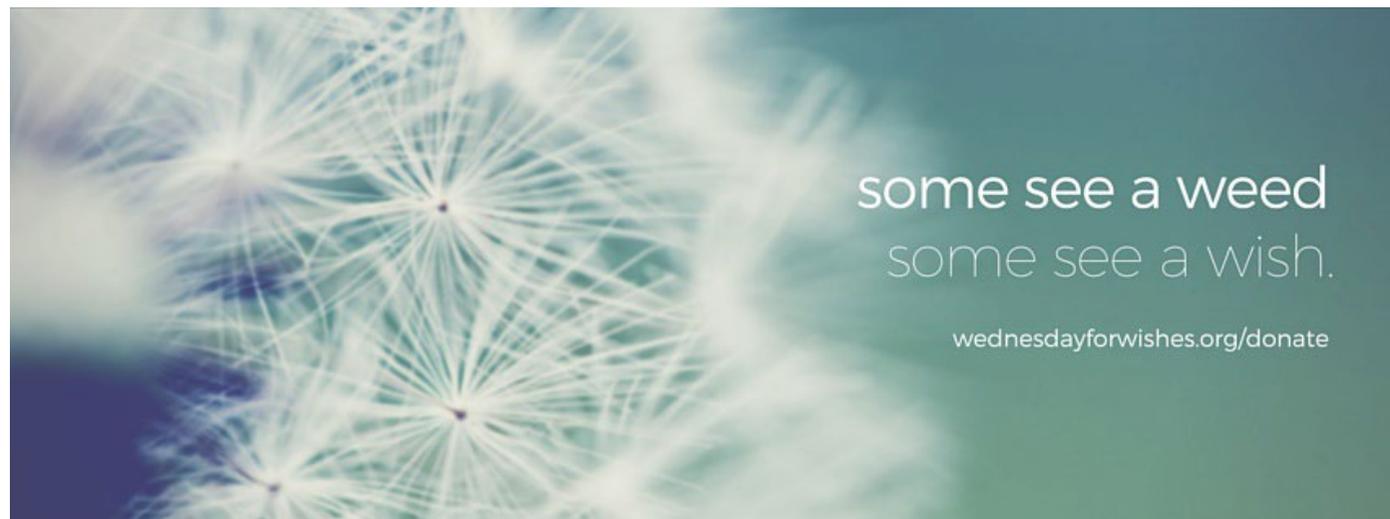
Here is a collection of Wednesday for Wishes collateral. The poster has more detailed information in order to drive potential new supporters. From a design perspective, you will see that

the text wraps around the dandelion for emphasis. The social media posts take a more simplistic approach. It's vital to include your tagline and a call to action within your graphic.

If you are creating a Facebook Cover or Twitter Header, there is an avatar on the left hand side. It's important to compose your design to the left as opposed to the other graphics which have

been right aligned. The logo is already in your profile picture, so it isn't necessary to include it in the design of your cover.

From top left: Poster, Social Media Posts and Facebook Cover.





ORCHARD
STYLE GUIDELINES

CASE STUDY THREE

*Orchard -
Fresh Produce*

The McGrath family has been building Orchard, their fresh goods company, for 57 years. They deliver consistent quality to their customers, and continue to improve season to season. Orchard uses no pesticides or genetic enhancers on their produce. They pride themselves on their organic methods, from the growth of its fruit and vegetables to their packaging and delivery. The “Paper Bag Promise” of 100% natural food that was installed by the Orchard pioneer still lives today.

LOGO

The team at Orchard are firm believers in "you are what you eat". Orchard's logo is symmetrical, representing the natural balance and order that's found in nature. The logo serves as a guarantee to

customers that the company is committed to supplying food in its most natural form. Orchard will nourish and connect your family with the goodness of the earth.

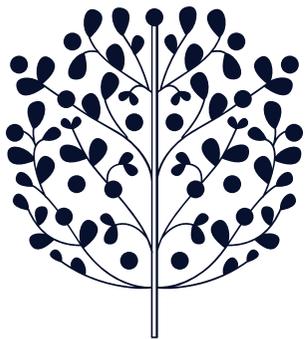
THE COLORS

Because Orchard doesn't believe in artificial adjustments or modifications, the same rules apply to their branding. Therefore, the colors chosen

for their color palette are tones drawn from the first products that original founder, Terry McGrath grew: blueberries, pumpkins and eggplant.

Orchard's logo is symmetrical, representing the natural balance and order that's found in nature.

LOGO



OPTION 1



OPTION 2



OPTION 3

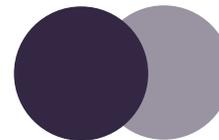
MODERN BOTANICS

The team at Orchard are firm believers in "you are what you eat". Orchard's tree logo is symmetrical, the two halves reflecting each other. This represents the benefits of using, eating and cooking with the produce we grow at Orchard. **It will nourish and connect your family with the goodness of the earth.**

COLORS



BLUEBERRY



EGGPLANT



PUMPKIN

FRUITFUL PALETTE

Because Orchard doesn't believe in genetic modifications to food, the same rules apply to its branding. The colors chosen for Orchard's color palette are tones drawn from the first products that Terry McGrath (Orchard's Founder) grew: blueberries, pumpkin and eggplants.

THE TYPOGRAPHY

Orchard uses two typefaces: Raleway Heavy and Source Sans Pro. Raleway Heavy, with its bold and geometric style, is used for titles and headings.

Source Sans Pro has been chosen as a secondary typeface for its easy to read quality. An added benefit is how its narrow form contrasts nicely with Raleway.

THE IMAGES

The filters used for Orchard imagery are slightly desaturated, suggesting that the products are free of genetic modifications. This finish gives the content an organic and

untouched feel. Increasing the brightness enhances the element of freshness. Adjusting the brightness also ensures that when the dark color overlay is applied the produce doesn't get lost.

The filters used for Orchard imagery are slightly desaturated, suggesting that the products are free of genetic modifications. fruits and vegetables.

TYPOGRAPHY

FONT S

RALEWAY HEAVY

Heading and Title Case

SOURCE SANS PRO

Sub headings

SOURCE SANS PRO BOLD

Smaller text and body copy

Mr Dajoe

Break out text for posters

TREATMENT

ORCHARD

31pt | +250 letter spacing

HOME OF FRESH PRODUCE

11pt | +370 letter spacing

This is Orchard's body copy text.

11pt | 0 letter spacing

IMAGES



ORGANIC FRESHNESS

The filters used for Orchard imagery are slightly desaturated using a subtle transparency, suggesting that the products are free of genetic modifications. There is also a color overlay applied to enhance text legibility. **This finish gives the content an organic and untouched feel.**



ORCHARD

HOME OF FRESH PRODUCE

Blueberries

The berry with powerful antioxidants as well as a multitude of health benefits is back in season, come and get your Orchard fresh blueberries today.

\$4 PER PUNNET | \$14 PER BOX

ORCHARDFRESH.COM



ORCHARD

HOME OF FRESH PRODUCE

Avocados

Avocados are an excellent source of protein low in sugar. They help nourish your skin and also have fiber for healthy digestion.

\$4 EACH | \$20 PER BOX

ORCHARDFRESH.COM



ORCHARD

HOME OF FRESH PRODUCE

Eggplant

Rich in vitamins B1 and B6 and potassium - eggplants are a seasonal family favorite.

\$5 EACH | \$25 PER BOX

ORCHARDFRESH.COM

The team at Orchard offer weekend tours around the farm to educate people on the importance of organic horticulture. Orchard's Facebook page is used as a resource for follow up information.

Posters designed to celebrate seasonal fruit using the feature typeface, Mr Dafoe.

FRESH FACTS

Beetroot - *the natural rehabilitation.*

Beetroot contains betaine, a substance that relaxes the mind and is used in other forms to treat depression.



FRESH FACTS

Swiss chard - *the nutrition explosion.*

It's an amazing source of vitamins K, A, and C, as well as a good source of magnesium, potassium, iron, and dietary fiber.

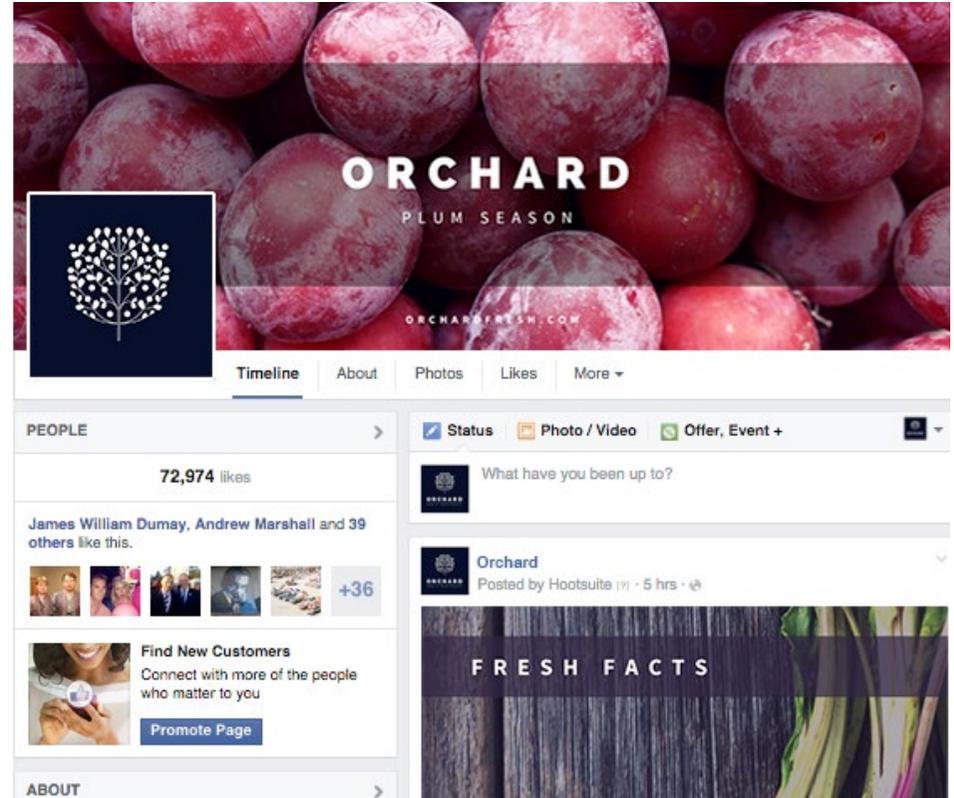


The "Paper Bag Promise" of 100% natural food that was forged by the Orchard pioneers still lives on today.

Orchard's social media space is utilized as an educational forum to encourage customers to learn about the health benefits of the different fruit and vegetables sold at the market. This is also an excellent learning portal for

children. There are printable fact cards, and on weekends there are guides who offer tours on the farm educating people on the importance of organic horticulture.

From top left: Printable fact cards, the Orchard Facebook Page featuring cover image and profile picture.





NOW IT'S YOUR TURN.

“Branding is not just a product, it’s also a way of life, an idea, branding is actually leadership.”
– Onyi Anyado

So there you have it, an introduction to the world of branding! This is just the beginning of your adventure. Next time you are catching the subway home, look at all the visuals around you. The products in your peripheral, the fonts used on the transport signs or the symbols on backpacks. When you are on Tinder, think about the logo; that familiar flame that is burnt into your brain, how it is consistently used to navigate through the app. When a hot day takes its toll and you need a cool drink to bounce back, do you go classic Coke or are you part of the

Next Generation with Pepsi? As a consumer, you are a player in a strategic plan created by companies to challenge ideals and cultivate a following.

I hope this has exposed you to other elements within branding. Whether you are a small business owner, a Canva fan or a curious creative, this will help you put into practice the basic principles of branding. Now that you're equipped with the resources, it's time to make your own mark in the world.

Now it's your turn. What are you waiting for?

RESOURCES SECTION

CANVA REMIX LINKS TO START YOUR OWN BRANDING JOURNEY.

Click on these links to create and save your own version of all the brilliant designs you have seen in this book. Adjust the

designs as you please, create new color palettes and challenge your type combinations using these useful templates.



Color palette



Filters



Fact graphics



Orchard styleguide



Object Product styleguide



Wednesday for Wishes styleguide



Twitter graphics



Diagram layout

START DESIGNING TODAY!

Put all the tips you've learned into practice.

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www.canva.com

