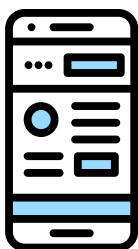


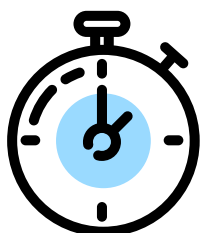
7 TIPS FOR AN EFFECTIVE VISUAL IDENTITY



7 TIPS FOR AN EFFECTIVE VISUAL IDENTITY



IT'S ALL ABOUT THE MOBILE WEB.



YOU HAVE MERE SECONDS TO CAPTURE ATTENTION

1 SIMPLIFY NOW, OR BE LEFT BEHIND.

The solution is FLAT design

Less in a logo is always more, its both **clean** and **simple**. It also puts punction first. The main point of having a clean interface is to direct the user's attention to your page's functionalities, products or services that your website has to offer, and to place the limelight on your website's key messages.

+ Simple is better

The past few years have seen a move towards **efficient** and **simple** design. This helps distinguish an identity system, from a brand logo.

OLD



NEW

OLD



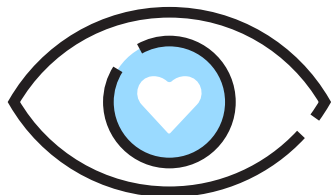
NEW

OLD



NEW

7 TIPS FOR AN EFFECTIVE VISUAL IDENTITY

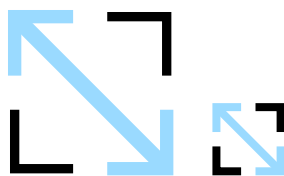


HUMANIZED VISUALS HELP EXPRESS EMOTION

2 FOR SAFETY, VIEW FROM ALL ANGLES.

Your brand should express what you want clients to FEEL

They should be able to feel it and comprehend the information at **all sizes**.



MAKE SURE YOUR VISUALS ARE SCALABLE

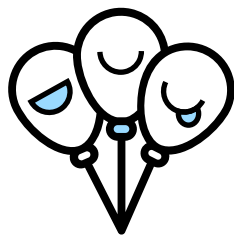


3 CONSISTENCY IS KEY, BUT NOT REPETITIVE

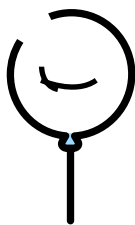
Being “on brand” doesn’t have to be as rigid as in days past feel free to build in flexibility to your brand so it’s able to react to current events, a company mood or a change in target market.



7 TIPS FOR AN EFFECTIVE VISUAL IDENTITY



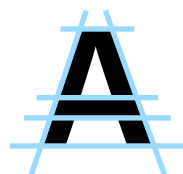
DO'S



DONT'S

4 PHOTO USAGE SHOULD MATCH YOUR TONE.

Every photo is an opportunity to show some personality.



5 IT'S MORE THAN JUST THE LOGO

The logo might feel like it is the centerpiece

Avoid letting the logo become the centerpiece of your identity. It can both become repetitive, and misinterpret the brand.



POOR PRINTING



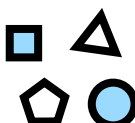
BLURRY PHOTOS

6 DON'T CHEAPEN THE BRAND.

Dont let your brand poor printing, ineffective mobile experience, blurry photos, or inconsistent branding get in the way of your brand growth.



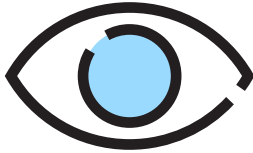
INEFFECTIVE MOBILE



INCONSISTENT BRANDING

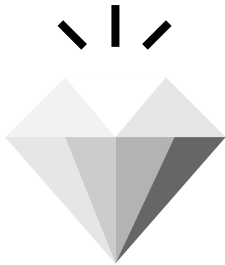
7 TIPS FOR AN EFFECTIVE VISUAL IDENTITY

7 MEASURE YOUR BRAND'S EFFECTIVENESS



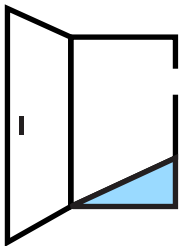
Visibility

- How **easy** is it to find the company's brand
- How **much** market share does the brand have
- How **many** channels can you see/contact the brand



Distinctiveness

- How does the brand differentiate itself through its **visuals**
- Who are the brand's competitors and does the brand look **different enough**



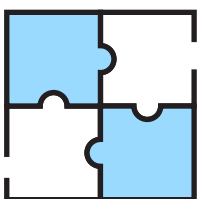
Transparency

- How **easy** is it to understand what the organization does
- Do the **core values** show through the visual identity an outside-in approach



Authenticity

- How does the brand stick to its **values**
- Does the brand's **employees/leadership** live these values
- Are there any **reviews/testimonials** (neutral if possible) that show who the brand truly is



Consistency

- **Take a look** at every channel of communication you can find. Are they consistently branded
- **Ask** for a business card. does it make you want to find out more. is the online brand consistent with the print identity

CELEBRATE DESIGN THINKING®

GET IN TOUCH

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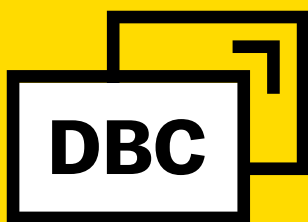
The Design and Branding Company, Inc.

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