branding the designer's identity

WHAT IS BRANDING?

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The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

Read more: http://www.businessdictionary.com/definition/branding.html

unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts

WHAT MEANS BRANDING A DESIGNER'S IDENTITY THEN?

PERSONAL PROMOTION PACKAGE

- Business cards
- Contact e-mail
- Cover letter
- Resume
- Design Philosophy
- Leave-behind piece
- Logo

- Printed portfolio
- Digital portfolio
- Website
- Promotional Postcard
- Sampler
- Thank-you letter and envelope

WHAT ARE THE ELEMENTS THAT WILL CREATE THE CONSISTENCY OF A PROFESSIONAL "BRANDED" IDENTITY:

- Typeface

- Fonts

- Graphic elements

- Size

- Color

- Texture
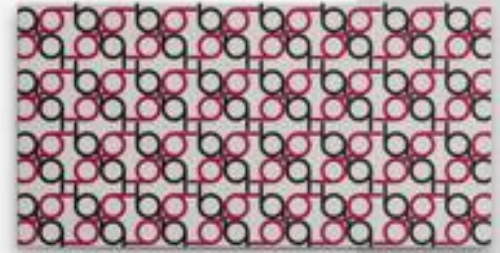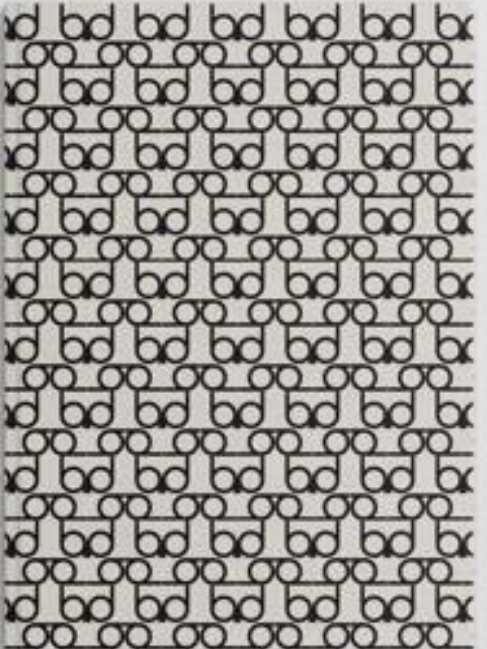
business cards

A good business card is an *extension* of your brand that conveys the right information about who you are and what you do in a memorable, powerful, and meaningful way
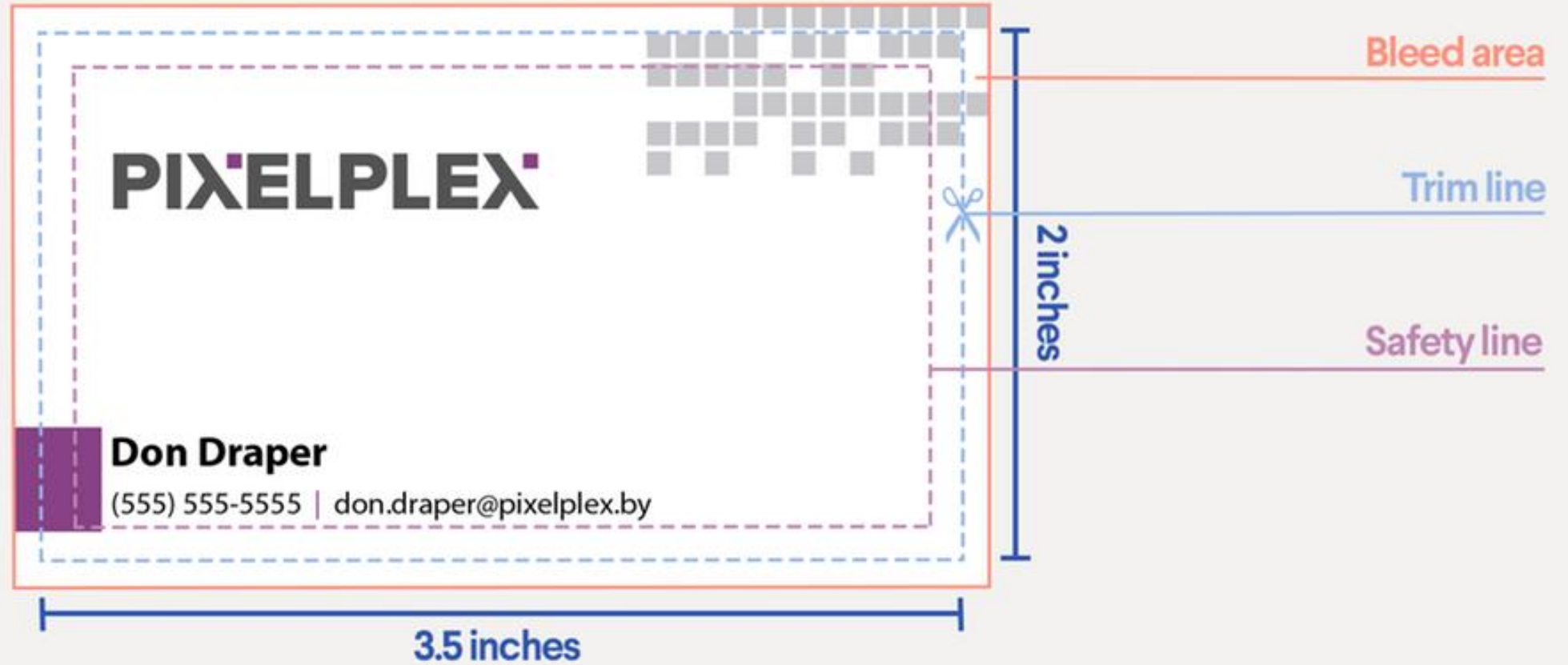
WHAT NOT TO DO:

Not standing out, common, memorable, not making a differentiated presence, blunt/dull (all white background), no element of surprise (lack visual element)

You need a concept

- Turn your values - your design preferences or design philosophy into a business card design.

- All the design decisions matter – formatting card, color, graphics and fonts, etc. because this is the start or the crystallization point of your branded identity.

- You need to **decide how you want to come across**. Playful, conservative, serious, creative and try to suggest that with the design elements in your card.

Choose a word or two to describe the character you want to convey!

Determine the parameters.

- Size: Most common US size: 3.5 " x 2"
- Orientation: Landscape or portrait
- Material: Paper? Thickness, coating, color, weight

Bleed

Determine the basic of element design

- COLOR
  - Do not sacrifice readability
  - **Contrast** in value of font color and background color is key!

People decide whether or not they like a product in 90 seconds or less. 90% of that decision is based solely on color.

Determine the basic of element design

o **FONT**
- Serif-traditional or classic
- Sans serif-modern or contemporary
  - https://www.canva.com/learn/sans-serif-fonts/
- Not smaller than 8 points high
- Use decorative and script fonts sparingly
- Do not compromise readability!
- Make sure the font you select is also available in Word!

What goes onto the front?

- o Name
- o Title, job title, degree
- o Phone number and e-mail address (as a minimum)
- o Address
- o Social media profiles
- o Websites
- o Logo (should you have one)

FLOW INTERIORS

HOME DESIGN

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Shed Interiors

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Interior Designer
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shedinteriors@gmail.com
www.shedinteriors.com

What goes onto the back?

o **LET YOUR BRAND SHINE!**

- Your name again

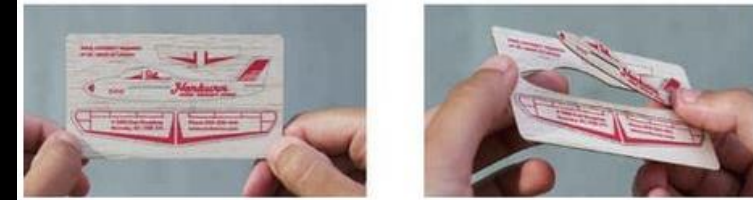**Or** Large logo (if you have one)

Or Artwork

Or Image (300 dpi or higher resolution)

Or Super short moto or quote

Make it unique.

- FINISHES
- MATERIALS
- CUT OUTS
- EMBOSSED, DEBOSSED
- FOLDS
- CREATIVE CONCEPTS

File settings, type, resolution

o DOCUMENT SIZE: 1039 x 697 pixels (3.5 inches x 2 inches)

o VECTOR BASED PDF: also editable Publisher or InDesign file (not JPEG or PGN)

o IMAGES: 300 dpi resolution or more

o BLEED: 1/8" surrounding the document in background color

o COLOR MODE: CMYK for printing

Assignment 2a: 3 business cards

INSTRUCTIONS

Design three different double-sided business cards for your branded identity. The three designs should not be variations of each other but instead uniquely different. Use the lecture PowerPoint to guide you. Use Publisher or InDesign to create and document your work.

NAMING CONVENTION AND FORMAT

Please submit a SINGLE!!! PDF that includes all three cards to RN. Also, make sure to include a word or two that describes your design intent for each card design. The design intent, in this case, is the goal, the concept, or the character you are striving to achieve: Understated and elegant e.g. All design elements, design principles, and layout principles you use for the business card should clearly support the concept as stated by those words.