CREATIVE iMEDIA

Knowledge Organiser

Visual Identity

Why do companies have a visual identity?
- Create a recognisable/familiar brand.
- Develop brand loyalty.
- Establish a brand.
- Visually communicate with their customers.

A visual identity is a combination of graphic and visual elements used to represent a brand

Components of visual identity

The logo of a brand is normally at the forefront when it comes to representing who they are what they represent. There are three main components to a logo: Name, Logo and Strapline/Slogan.

Logo

The first element to focus on is the two-tailed siren design of a 16th century Norse woodcut which is used as a reference to Seattle and the sea. Seattle is where Starbucks was founded. This is encapsulated inside a circle and you'll be looking at the purpose of shapes in a later lesson.

Strapline/Slogan

The logo itself doesn't include a slogan. You will be more familiar with slogans used for McDonalds (I'm Lovin it) and/or Nike (Just do it)

Starbucks use straplines relating to its coffee, customers, the seasons and holidays such as:

- "Coffee that inspires."
- "It's not just coffee. It's Starbucks."
- "Brewed for those who love coffee."
- "Share joy."

Name:

As you can see clearly on the logo it has the name of the company "Starbucks Coffee".
It tells you the brand name and what their product is.

Knowledge Organiser

Target Audience:

Audience segmentation categories
Age: Age can be broken down into generations, school year or age groups, as well as in relation to family positions, e.g. Generation X; people who were born in the 1960s; 17–21 year olds; teenagers; grandparents.
Gender: An identity that relates to the socially constructed ideas of being male or female. People can identify as male, female, or can choose to be non-binary, e.g. females who view themselves as feminine; biological males that view themselves as women; females or males that view themselves as not being either female or male (non-binary).
Location: This relates to the specific place that the audience live or work. It could be a continent, country, region, county or even a specific town or city, e.g. people who live and work in the city of Liverpool.
Education: The level of learning that someone has. This could impact their understanding of or interest in a media product, e.g. some people stop education after achieving GCSEs, while others have a master's degree.
Income: The amount of money that a person either earns through their occupation or has coming into their account, e.g. managers earning £31 000 or more per year.
Interests and lifestyles: The pastimes, hobbies and activities that the audience is already interested in. Interests link closely with trends and can be part of someone's lifestyle – the way they choose to live their life, e.g. males who are into bodybuilding and have a very healthy lifestyle.
Occupation: A person's occupation is the job that they do. Different jobs require different levels of skill, knowledge and education, e.g. lawyers require a different level of education to cleaners.

Brand Positioning:

Brand position	Colour palette	Typography	Layout	Examples
Economy	Bright and bold; potentially primary colours	May imitate mid-range or high-end brands	May have a lot of visual features	Aldi, Primark and own-brand products from shops
Mid-range	Up to three colours that complement each other well	Unique to the brand and very identifiable	Will have a logical layout inviting the audience to read/look through	Marks and Spencer, Adidas and Heinz Tomato Ketchup
High-end	Very limited palette, only one or two colours; possibly black and white	Elegant or instantly recognisable	Few visual features but all relevant	Apple, John Lewis and couture fashion

Knowledge Organiser

Visual Identity

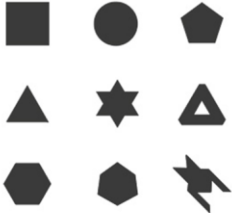The **components of a visual identity** include:
- Name – this is the name of the company
- Slogan/Strapline – a short and catchy phrase, typically a single or couple of words.
- Logo – a graphic which represents the meaning behind the company.

Elements of a visual identity:

Graphics – shapes:

Geometric Shapes

These shapes produce a feeling of control or order.

Shapes that can be drawn with a rule or compass.

Organic Shapes

These shapes produce a more natural feel.

Shapes that can be drawn free hand or represent nature.

Graphics – Symbols

&	@	!	#	∞	♥
This represents togetherness such as partnerships and ties.	This represents location and where to find someone.	This can convey a sense of warning, joy, emphasis, enthusiasm or anger.	Used in memes, videos, conversation, social media and design.	Used to communicate the ideas of eternity and harmony.	Used to represent love. and kindness, unity, affection and fidelity.

Task 1
- Have a look online at existing logos for similar products
- Copy and paste several onto the slide

Task 2
- Design your own graphic in your booklet then I can scan them in for you
- Aim to have at least FIVE different designs

MY DESIGNS

Task 3
Justify your design choices and why the visual identity is fit for purpose – link it to the scenario, purpose and target audience!

Knowledge Organiser

Visual Identity

The **components of a visual identity** include:
- Name – this is the name of the company
- Slogan/Strapline – a short and catchy phrase, typically a single or couple of words.
- Logo – a graphic which represents the meaning behind the company.

<u>Elements</u> of a visual identity:

Colour:

Colour	Associated meanings (connotations)	Brands that use it
Red	Passion, excitement, love, fire; often associated with playful or modern brands; however, also represents anger or danger	Cola-Cola Nintendo
Green	Can represent a variety of meanings varying from eco-friendliness, wealth to renewal; also nature, good luck, health and sickness, jealousy, life	Greenpeace Starbucks
Blue	Trust and reliability; certain shades are also associated with calmness, rest, peace, patience; freedom or escape	Visa Facebook
Yellow	Friendliness, happiness, creativity, optimism, warmth, cheerfulness; however, in some contexts can also represent sickness, cowardly behaviour or danger/hazards (especially if paired with black)	McDonald's Snapchat
Purple	Usually seen as a colour representing luxury/wealth/indulgence, nobility, royalty, wisdom; can represent peace, independence, magic	Cadbury Yahoo
Orange	Playfulness, energy, warmth, joy, fun, excitement, strength; brands will use it to stand out from others	Fanta SoundCloud
Black	Elegance, authority, power; however, it also has negative meanings such as mystery, fear, darkness, shadows, evil	Mercedes-Benz Nike
White	Purity, innocence, cleanliness, health, perfection, goodness, heaven, simplicity, safety; white may be used on top of another colour to ensure it stands out	Adidas Apple
Gold/silver	Purity, wealth, grandeur, courage, wisdom, hope, pride	Rolex Lindt
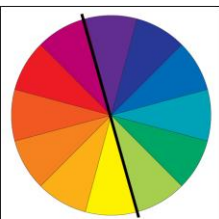
Colour wheel
This can be used to differentiate between warm and cool colours. The black line indicates the boundary at which a colour becomes warm or cool.

Hue
Saturation
Brightness
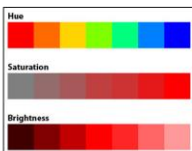
Hue, Saturation and Brightness
Hue – the actual colour itself.
Saturation – the intensity of the colour
Value – the darkness/lightness of the colour
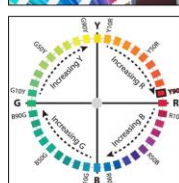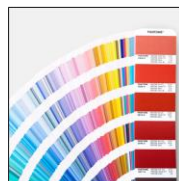
Pantone Colour System
This is a colour matching system which is used to help printers to specify and control colours. The system allows you to specify colours that cannot be mixed in traditional CMYK.

Natural Colour System (NCS)
Natural Colour System is a scientifically based colour system by identifying the hue and nuance (finer detail) to determine a specific colour intensity.

- https://wondernote.org/color-palettes-for-web-digital-blog-graphic-design-with-hexadecimal-codes/
- https://htmlcolorcodes.com/color-chart/

Knowledge Organiser

Visual Identity

Elements of a visual identity:
Typography

Display font

These are used for small amounts of text such as titles. This font would be far too overpowering to use through the entirety of a document.

Sans-Serif font

A clean and modern font that is commonly used on digital devices such as smartphones and tablets.

Serif font

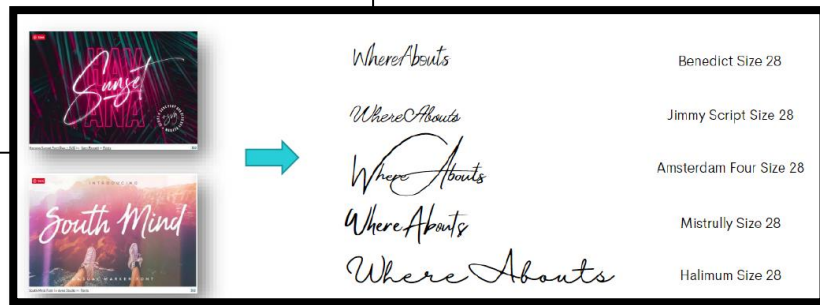A traditional font that is commonly used in print publishing.

You will need to plan and justify typography for the following:

- Name (this could be part of the logo!)
- Slogan
- Main headings (heading 1) – EG main title on your magazine
- Heading 2
- Body

Show and justify at least THREE of each

https://www.1001freefonts.com/
https://www.dafont.com
Adobe Illustrator

WhereAbouts	Benedict Size 28
WhereAbouts	Jimmy Script Size 28
WhereAbouts	Amsterdam Four Size 28
WhereAbouts	Mistrully Size 28
Where Abouts	Halium Size 28

Example:

Colour

Starbucks' use a green logo in a circular shape. The green colour elicits nature, and health in the person who drinks Starbucks. The colour green could also represent their growth, freshness, and contribution to the environment.

Graphics

- Geometric shapes have been used to created the outer circle and the inner circle where the siren is.
- Natural shapes have been used to draw the twin-tailed siren.
- Geometric shapes used to draw the starts on the outer circle.
- As the circle is a shape that has neither an end or a beginning point, this could possibly be a symbol of Starbucks' continual movement or legacy within the coffee industry.
- No symbols are used in the local themselves but they may use @ and # as part of their social media campaigns.

Typography

Starbucks use Freight Sans. It's a Sans-serif font type presented in block letters to spell out the brand's name in a clean and sharp way.

Knowledge Organiser

Properties of digital graphics
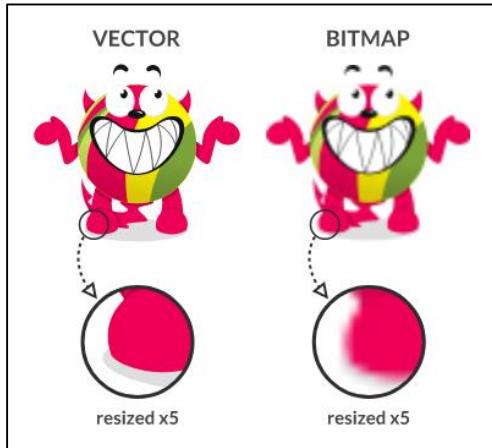
Bitmap	Vector
Description: • An image that is made up of pixels that each contain a colour.	**Description:** • An image that is made up of lines and curves using mathematical equations.
Characteristics: • Commonly used for photographs and web pages. • Compatible for print and web use. • Some file formats support transparency. • Takes up a lot of storage because it needs to store each pixel. • Can depict very detailed images, since each pixel represents a different colour. • Needs to be compressed. • Not scalable and can lose quality when images are enlarged. • Uses less processing power than vectors. • Common file formats include jpg and png. • Each pixel can store a number of bits which represents the colour depth.	**Characteristics:** • Commonly used for logos and web icons. • Limited colour capability; cannot show gradients. Not suitable for photo-realistic images. Most suited to images with few colours. • Need specialise software to open and edit the graphic. • Takes up less storage because it only needs to store details about the objects. • Doesn't need to be compressed. • Scalable – does not lose quality when enlarged. • Uses more processing power than bitmaps. • Common file formats include ai and svg.

Planning the digital graphic:

Moodboards	Mndmaps	Concept sketch	Visualisation diagram
 Used to assist in the generation of ideas	 Used to link ideas	 A concept sketch is a simple freehand drawing to develop an idea which may include brief annotations	 a visualisation diagram is a rough sketch of what the final product will look like and is passed onto someone in production ready for development
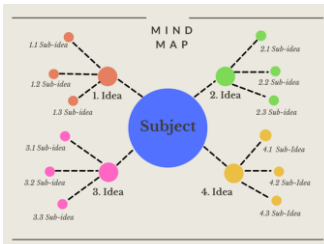
Knowledge Organiser

Photoshop Toolbar

Photoshop tools

- Move
- Marquee
- Lasso
- Quick Selection
- Crop
- Eye Dropper
- Healing Brush
- Paintbrush
- Clone Stamp
- History Brush
- Eraser
- Gradient
- Blur
- Dodge
- Pen
- Type
- Path Selection
- Rectangle
- Hand
- Zoom
- Set Background Color
- Edit in Quick Mask Mode
- Marquee

Resampling assets for printing purpose:

Image menu:
- Mode
- Adjustments
- Auto Tone — Shift+Ctrl+L
- Auto Contrast — Alt+Shift+Ctrl+L
- Auto Color — Shift+Ctrl+B
- Image Size... — Alt+Ctrl+I
- Canvas Size... — Alt+Ctrl+C
- Image Rotation

Image Size dialog:
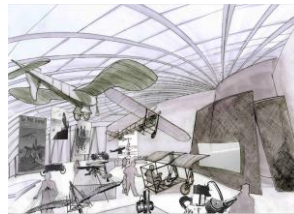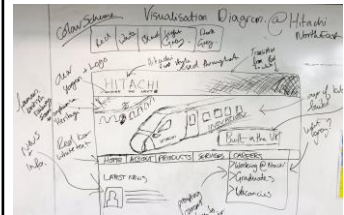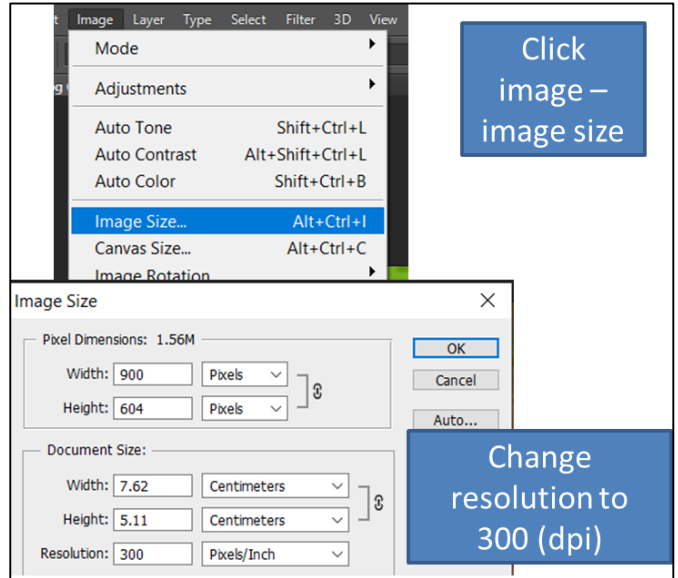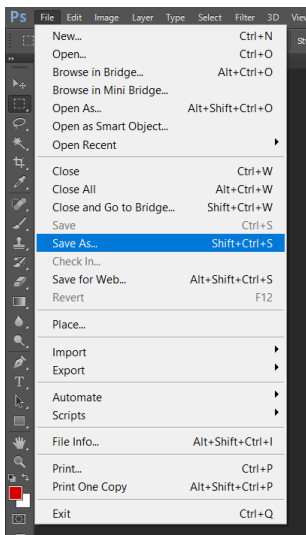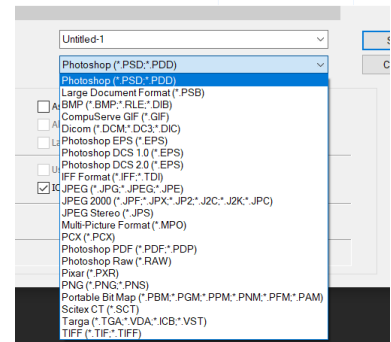- Pixel Dimensions: 1.56M
  - Width: 900 Pixels
  - Height: 604 Pixels
- Document Size:
  - Width: 7.62 Centimeters
  - Height: 5.11 Centimeters
  - Resolution: 300 Pixels/Inch
- OK / Cancel / Auto...

Click image – image size

Change resolution to 300 (dpi)

Exporting the graphic

File menu:
- New... — Ctrl+N
- Open... — Ctrl+O
- Browse in Bridge... — Alt+Ctrl+O
- Browse in Mini Bridge...
- Open As... — Alt+Shift+Ctrl+O
- Open as Smart Object...
- Open Recent
- Close — Ctrl+W
- Close All — Alt+Ctrl+W
- Close and Go to Bridge... — Shift+Ctrl+W
- Save — Ctrl+S
- Save As... — Shift+Ctrl+S
- Check In...
- Save for Web... — Alt+Shift+Ctrl+S
- Revert — F12
- Place...
- Import
- Export
- Automate
- Scripts
- File Info... — Alt+Shift+Ctrl+I
- Print... — Ctrl+P
- Print One Copy — Alt+Shift+Ctrl+P
- Exit — Ctrl+Q

Click File – Save As

File type list:
- Photoshop (*.PSD;*.PDD)
- Large Document Format (*.PSB)
- BMP (*.BMP;*.RLE;*.DIB)
- CompuServe GIF (*.GIF)
- Dicom (*.DCM;*.DC3;*.DIC)
- Photoshop EPS (*.EPS)
- Photoshop DCS 1.0 (*.EPS)
- Photoshop DCS 2.0 (*.EPS)
- IFF Format (*.IFF;*.TDI)
- JPEG (*.JPG;*.JPEG;*.JPE)
- JPEG 2000 (*.JPF;*.JPX;*.JP2;*.J2C;*.J2K;*.JPC)
- JPEG Stereo (*.JPS)
- Multi-Picture Format (*.MPO)
- PCX (*.PCX)
- Photoshop PDF (*.PDF;*.PDP)
- Photoshop Raw (*.RAW)
- Pixar (*.PXR)
- PNG (*.PNG;*.PNS)
- Portable Bit Map (*.PBM;*.PGM;*.PPM;*.PNM;*.PFM;*.PAM)
- Scitex CT (*.SCT)
- Targa (*.TGA;*.VDA;*.ICB;*.VST)
- TIFF (*.TIF;*.TIFF)

List of file types in the drop down menu

Small file sizes – PNG, JPEG
Printing - TIFF