

Visual Interaction Design

# Class 9: Brand

Erin Malone

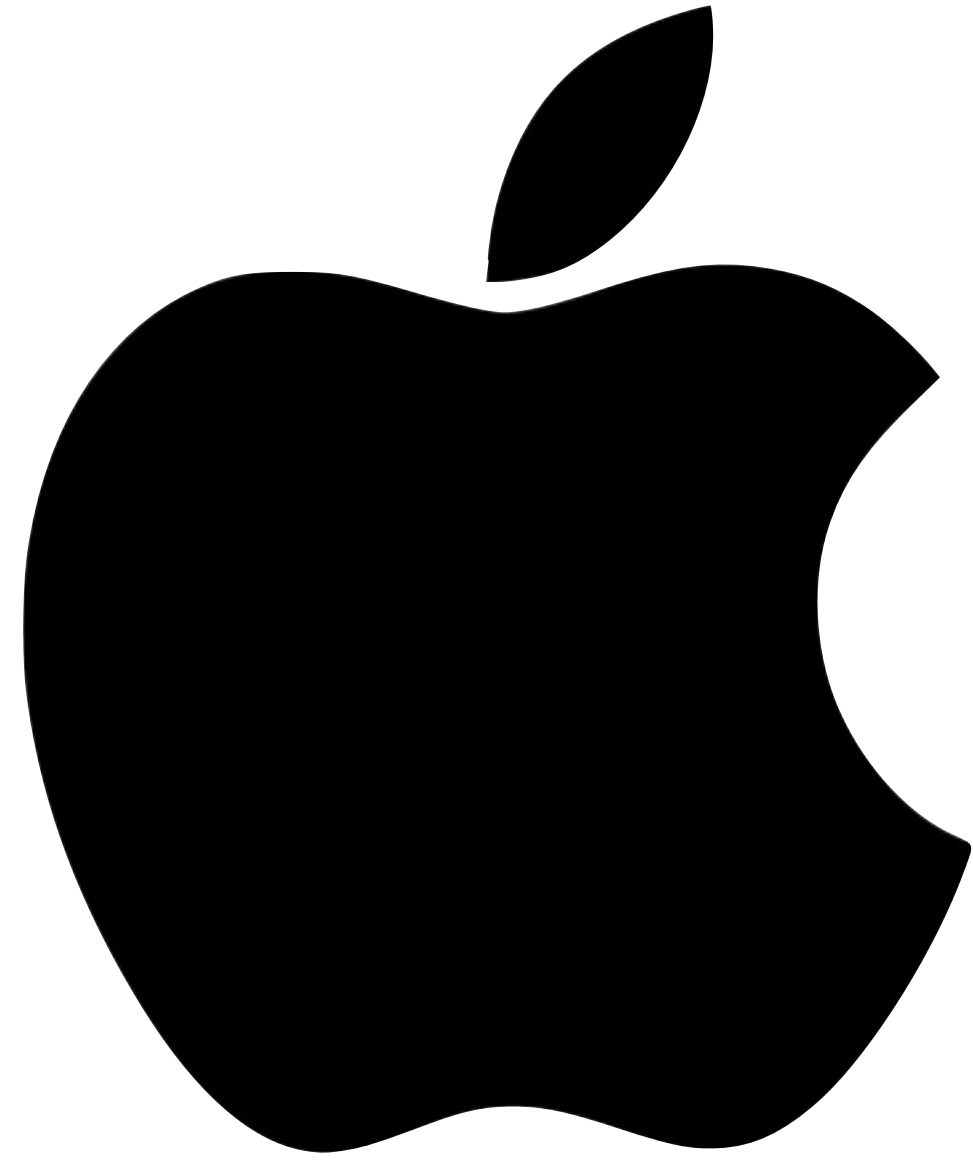
what is brand & why should I care?



**what attributes do you associate  
with these brands**

and why does it matter to interaction design?







BRAND ≠ LOGO

**brand perception**



A brand is  
not what  
**YOU**  
say it is.

A brand  
is what  
**THEY**  
say it is.

# **exercise:**

Recall a recent experience that was positive - it could be a website, a mobile application, a restaurant or coffee shop, a trip, a vacation.

What about the experience made it positive?

What was negative?

Jot down all the things that made you remember this and encourages you to interact with that company's product or service again.

# a model of brand

from hugh dubberly, 2001

# a model of brand

## Overview

This diagram is a model of brand, a term often used in business, marketing, and design. The diagram defines brand by mapping related concepts and examples.

## Concept maps<sup>1</sup>

Concept maps are webs of linked terms that help us visualize our mental models and clarify our thinking. In concept maps, verbs connect nouns to form propositions. Examples and details also accompany the terms. More important terms receive typographic emphasis; less important ones and examples are grayed back and pushed to the periphery.

## Organization

The diagram attempts to present a comprehensive model of brand. It is framed around four main ideas:

- 1) a brand is more than a name or symbol
- 2) creating a great customer experience is the essence of good branding
- 3) perceptions of a brand can be measured
- 4) brands are a form of sign

## More than a name or symbol

People speaking informally about brand often use the term to mean the name or symbol of a company. While this shorthand is convenient, it misses an important truth. A brand is at least two things: a name and a perception of what the name means.



## Creating a great customer experience

Of course, perception of a brand does not arise on its own. Rather, it grows out of experience with a product. Here, product is used in a broad sense incorporating the results of many activities commonly associated with marketing. Likewise, experience means here any point at which contact is made with a potential customer.



In this model, a brand manager (or steward) is responsible for any item which comes into contact with customers. By controlling all the touch points, the manager tries to ensure that customers have a great experience.

To complete the framework of the model, the set of terms related to brand must be linked to the set of terms related to experience. Perception, common to both sets, is the link.



through observation and analysis, user experiences can form the basis for improving products and may even shape the stewards' goals and values

## Measuring brand

An important aspect of managing a brand is measuring it. The diagram contains a section on measuring brands. People who understand brand development often disagree on how to describe and measure it, and experts often use different terms. I propose three terms: position, reach, and reputation. These three dimensions seem to cover the subject as simply as possible.

## Brands as signs<sup>2</sup>

The idea that a brand is both a name and a perception parallels Saussure's model of a sign. Saussure describes signs as having two aspects: signifier and signified. A brand name is a signifier and the perception of what it means is the signified.



Peirce suggests a more complex model of signs. His model has three parts: object, representamen, and interpretant. The concept of brand as formed by the triad: product, name, and perception, parallels Peirce's three-part model.



# symbols

can be

symbols do not represent brands directly; instead, symbols call to mind the name of a brand which in turn calls to mind an associated perception

most brand names and symbols can be converted to property by applying to a government to establish trademark ownership;

once the government approves a trademark application, a trademark owner may prevent other people from using the trademark without permission

<b>graphic devices</b>	logos logotypes crests monograms tags	typographic geometric representational	<b>graphic devices may be deployed as</b>  static identity systems with fixed rules Target United Airlines
<b>trade dress</b>	package graphics  package form  product form	Tiffany's blue box Gateway's spotted box  Coke's hour-glass bottle L'eggs shell carton  iconic products such as Apple iMac Volkswagen Beetle	<b>kinetic identity systems<sup>3</sup> with rules allowing variation</b> MTV MIT Media Lab
	uniforms	Boy Scout uniforms the Swiss Guards' uniforms	
	form of buildings	iconic buildings such as McDonald's stores with golden arches Transamerica's pyramid tower	
	form of vehicles	Cushman carts driven by meter maids the brown UPS trucks	
<b>spokesmen</b>	celebrity endorsers  founders / managers  invented characters	Bill Cosby for Jello  Martha Stewart for herself Dave Thomas for Wendy's Bill Gates for Microsoft  human-like figures, which inhabit real or fantasy worlds based on the product – the M&M's men animals – Morris The Cat people – Cap'n Crunch magical creatures – Keebler Elves	
	mascoats	the GOP elephant	
<b>words</b>	abbreviations  slogans  jingles  tag lines	Coke for Coca-Cola GM for General Motors MSFT for Microsoft  FDR's "Happy days are here again"  Wrigley's "Double your pleasure, double your fun"  Nike's "Just do it"	
<b>sounds</b>	anthems  auditory icons  theme music	The Star-Spangled Banner  Intel Inside TV ad signature AOL's "You've got mail" Dolby THX's "sonic boom" telephone dial tone  Henry Mancini's Pink Panther theme	

represent

# name

can be

**signifier**  
a brand name is a signifier; signifiers are those things we hear or see that bring to mind the signified

most products or aspects of a product can also serve as signifiers of the brand

<b>existing words</b>	things (or ideas)	describing products analogies for products superlatives and qualities unrelated to the product	Digital, Huggies, Newsweek Oracle, Pampers, Sprint All, Best, General, Paramount, Apple, Camel, Frog, Thrasher
	people (often founders)	surnames first names groups	Dell, Ford, McDonald's Aldus, Ben & Jerry's Quaker Oats, Roman Meal
	places (often of origin)	specific spot city or town region country continent larger still	Parliament, Wall Street Journal Calistoga, Corning Eastern, Great Plains British Airways North American Van Lines Global, World, Universal
<b>coined words</b>	analogous arbitrary		Ampex, Compaq, Navistar Formica, Kodak, Xerox, Unix
<b>abbreviations</b>	contractions acronyms initials		Fiberglas, Intel, Mobil, Wal-Mart Alcoa, Nabisco, NYNEX, Texaco CBS, KFC, IBM
<b>hybrids</b>			Bell Atlantic, Union Pacific

represents

**sign**  
brands are signs; signs are the combination of a signifier and a signified; one cannot be thought of without the other

# brand

can be

brands can grow out of products  
Coke, Frisbee

# measured

by

perceptions of a brand can be measured and aggregated to give an overall view; perceptions can also be correlated to

audiences may be segmented based on demographics

# stewards

imagine

# promise

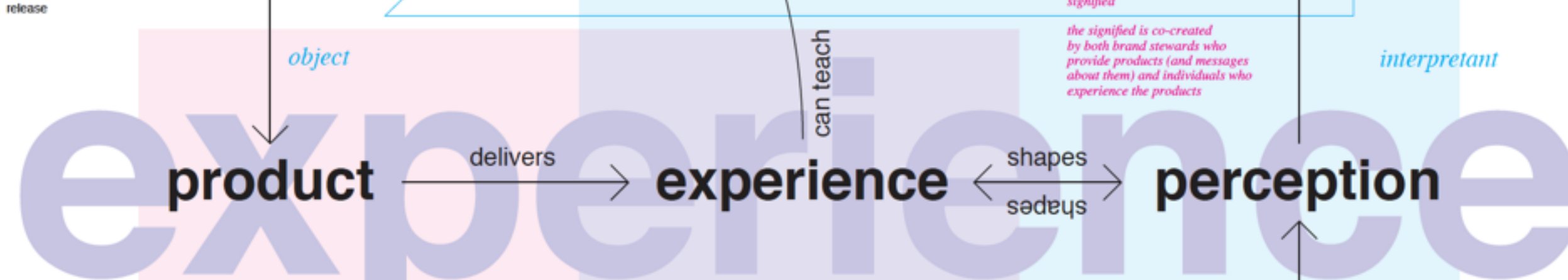
brand stewards hold the brand in trust, both for the financial owners and also for the emotional owners – those

brand stewards shape products by managing marketing and development which may include

brand promise is the audience expectation of a brand that is desired by the brand's stewards

# stew

in the



brand stewards have goals for their brands often, an important goal is to influence perception of a brand in a way that induces

purchase joining adoption

goals for brands may be expressed in

business plans estimating sales market share profitability return on investment

positioning statements which describe product benefits unique selling propositions desired brand attributes desired brand personality

product is used here in a broad sense and incorporates the traditional four Ps of marketing: product, price, placement, and promotion

creation of the product designing the product function and behavior skin and form interface documentation packaging manufacturing the product assembly process quality control providing customer service guarantees and return policies phone centers web sites

price of the product setting the suggested retail price (SRP) creating volume discounts creating special offers

placement of the product (controlling the distribution process) opening direct showrooms Sony Nike opening a web site opening a store-within-a-store Ralph Lauren placing signage setting up merchandising displays setting franchise standards training salespeople

promotion of the product through public relations activities press releases analyst briefings launch events by creating and running paid advertising TV radio print outdoor online by developing word-of-mouth through other viral activities

brand building begins at any point of contact with a potential customer

leaving any contact to chance creates a risk of a poor experience

a product may be related to more than one brand:

under a homogeneous master brand employed where products change frequently and must work together IBM Microsoft Sony

in a mixed brand family which may indicate confusion about strategy for example, General Motors' brand family Buick Chevrolet GM Truck Saturn

in a heterogeneous brand system employed for commodities to increase shelf space and sales for example, Procter & Gamble makes both Tide and Cheer but does not identify them as coming from P&G

as a co-brand simple co-brand American Airlines MasterCard an ingredient brand Intel Inside on a Compaq Computer a provenance brand Appellation d'Origine Contrôlée Made in Japan an endorsement brand Underwriters Laboratories a compatibility brand MacOS

the experience people have with a product shapes their perception of a brand

direct experience considering a purchase visiting a point of sale purchasing a product setting up the product using the product maintaining the product displaying the product

indirect experience what friends say what experts say what competitors say what the stewards say e.g., ads, PR how others use the product e.g., buy, display, etc. how others react to display of the product

the experience may frustrate, satisfy, or delight

while experience shapes perception perception also shapes experience

likewise an individual's values, goals, needs, and expectations also shape perception of experience; for example, in a blind taste test Pepsi beat Coke in a labeled test Coke beat Pepsi

signifier the signifier is co-created by both brand stewards who provide products (and messages about them) and individuals who experience the products

interpretant

perception

develop

individuals

influence

external systems

external systems play a role in shaping individual's

values goals needs expectations

(external systems also affect brand stewards)

cultural systems such as language political systems economic structures available technologies

the physical environment natural resources weather disasters

differentiation degree of similarity to other brands

reach measures of a brand in terms of numbers of people affected

extent of recognition percent of people in a given geography

frequency of exposure number of impressions per unit time

frequency of use e.g., average visits per week

duration of use e.g., average length of visit

market share percent of use within a category

reputation measures of a brand in terms of attributes that people assign to it

emotional attributes

affinity trust respect

identity with prefer like / accept ignore reject

at the highest level, affinity results in a passion brand or lifestyle brand where the brand becomes a means of self expression e.g., Nike or Catholicism

rational attributes

value of product consistency of experience clarity of the brand's purpose

personality (tone or character)

described along dimensions such as young vs mature feminine vs masculine small vs large quiet vs loud playful vs serious

other brand measure taxonomies: (alternatives to position, reach, reputation)

Brand Attributes relevant appealing differentiated consistent quality good value - from G2, Gaynelle Grover

Brand Asset Valuator strength relevance differentiation stature knowledge esteem - from Young & Rubicam

major brands Avis, National

commodity brands, compete on cost Thrifty, Budget, etc.

for example, Apple, Dell, and Gateway are computer brands; Apple is less like Dell; Dell is more like Gateway

unaided recognition

"name the brands you associate with rental cars," first and later mentions

aided recognition

"have you ever heard of Hertz?"

acknowledgements:

Fic Grole, Director of the AIGA, suggested this project after discussions at the AIGA "Advance for Design" special interest group meeting in Santa Fe in the summer of 1999.

I distributed early versions at the Design Management Institute Branding Conference in the summer of 2000 and then distributed more finished versions at the summer 2000 Advance for Design meeting in Telluride. The AIGA published that version in its journal, Gain, in the fall of 2000.

Many people have contributed to the ideas presented here. I am especially indebted to Gaynelle Grover Peter Flusserf John Cain Clement Mok David Brown Chris Pullman Judy Logan Lynn Carpenter Paul Pangaro Beverly Volz

I hope that you find the model useful. I invite feedback. You can reach me via email at info@dubberly.com.

- Hugh Dubberly

partial list of sources:

1 Joseph Novak and Bob Gowin Learning How to Learn, 1985

2 Ferdinand de Saussure Course in General Linguistics, 1959

Charles Sanders Peirce Philosophical Writings of Peirce, 1986

Umberto Eco A Theory of Semiotics, 1979

3 Chuck Byrne "Kinetic Identity," Print Magazine, May/June 1987

4 Jack Trout and Al Ries, Positioning: The Battle for Your Mind, 1993

5 Abraham Maslow Motivation and Personality, 1954

6 Bronislaw Malinowski A Scientific Theory of Culture and Other Essays, 1944

March 25, 2001

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415 648 9799

**name**

**name**

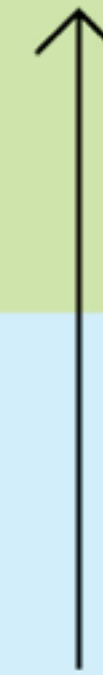
**perception**



**name**



**brand**



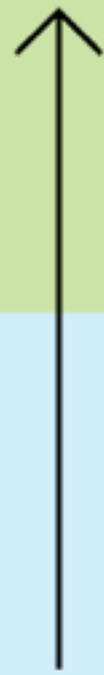
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**product**

**name**

**brand**

**perception**



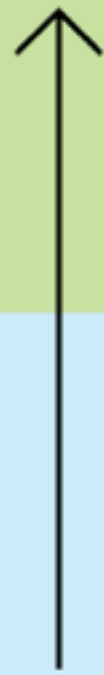
# product

Creation  
Price  
Placement  
Promotion

# name

# brand

# perception

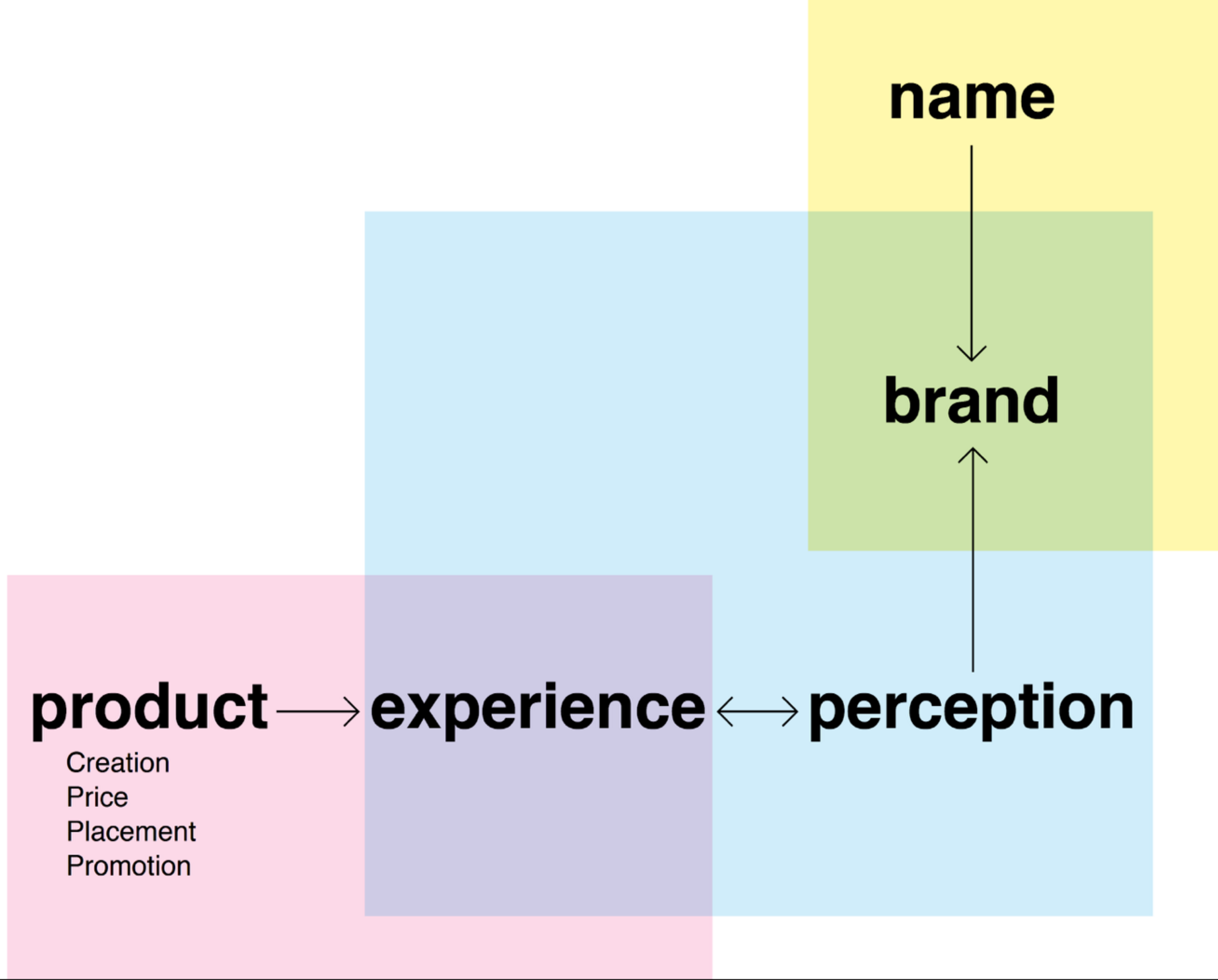


**product** → **experience** ↔ **perception**

Creation  
Price  
Placement  
Promotion

**name**

**brand**



**product**

Creation  
Price  
Placement  
Promotion



**experience**

Direct  
Indirect

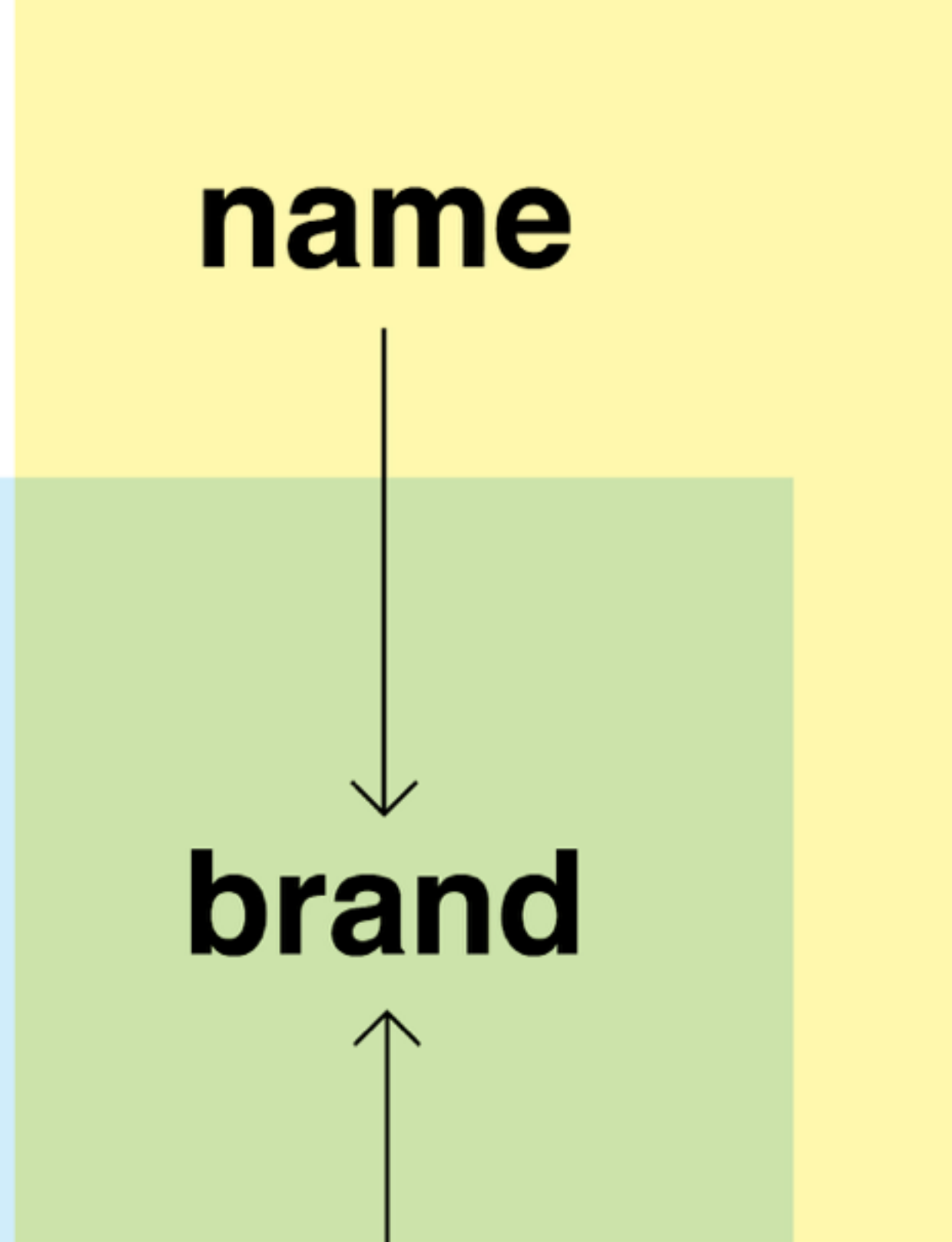
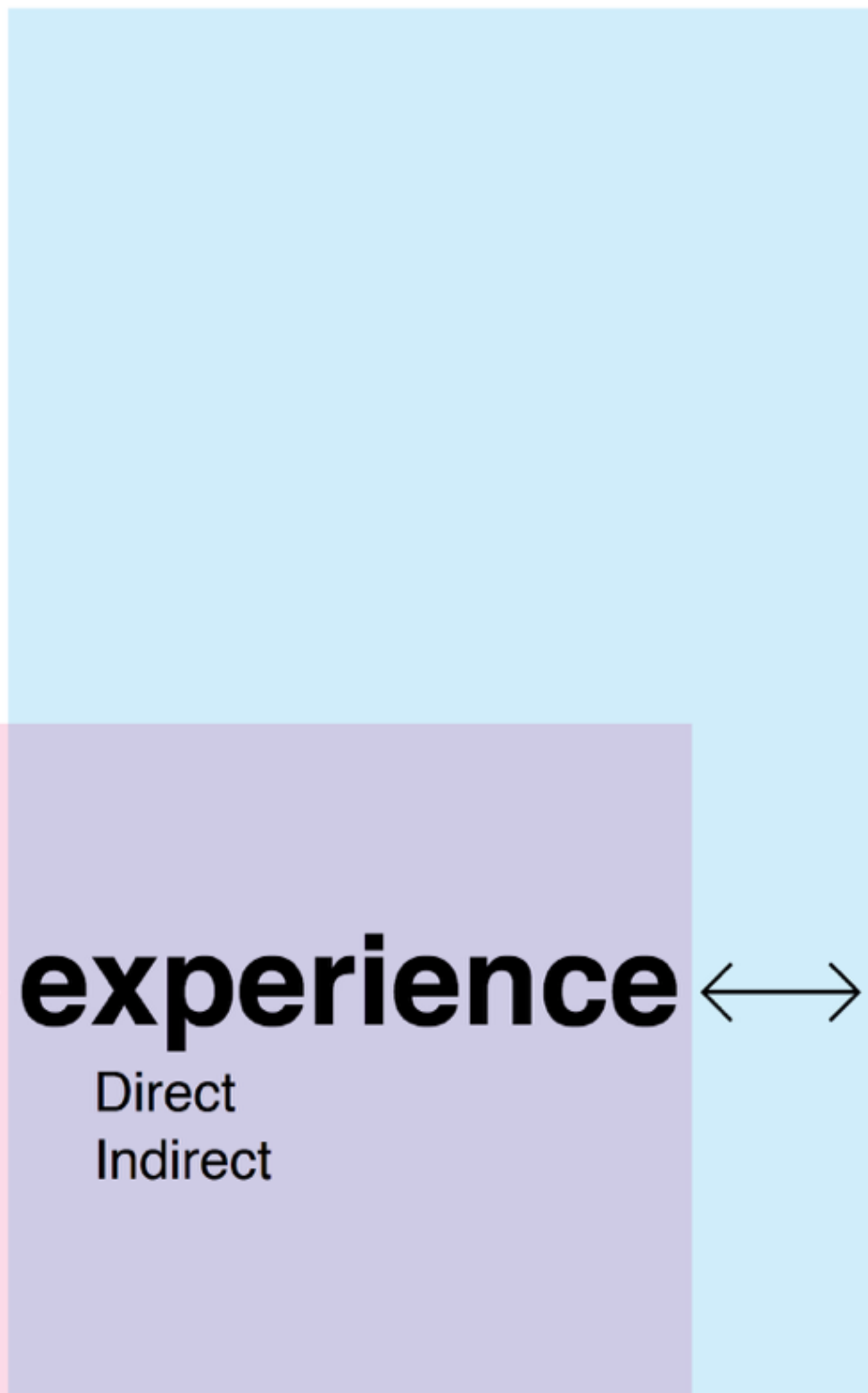
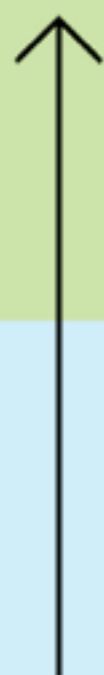


**perception**

**name**



**brand**



**promise**



**product**

Creation  
Price  
Placement  
Promotion



**experience**

Direct  
Indirect

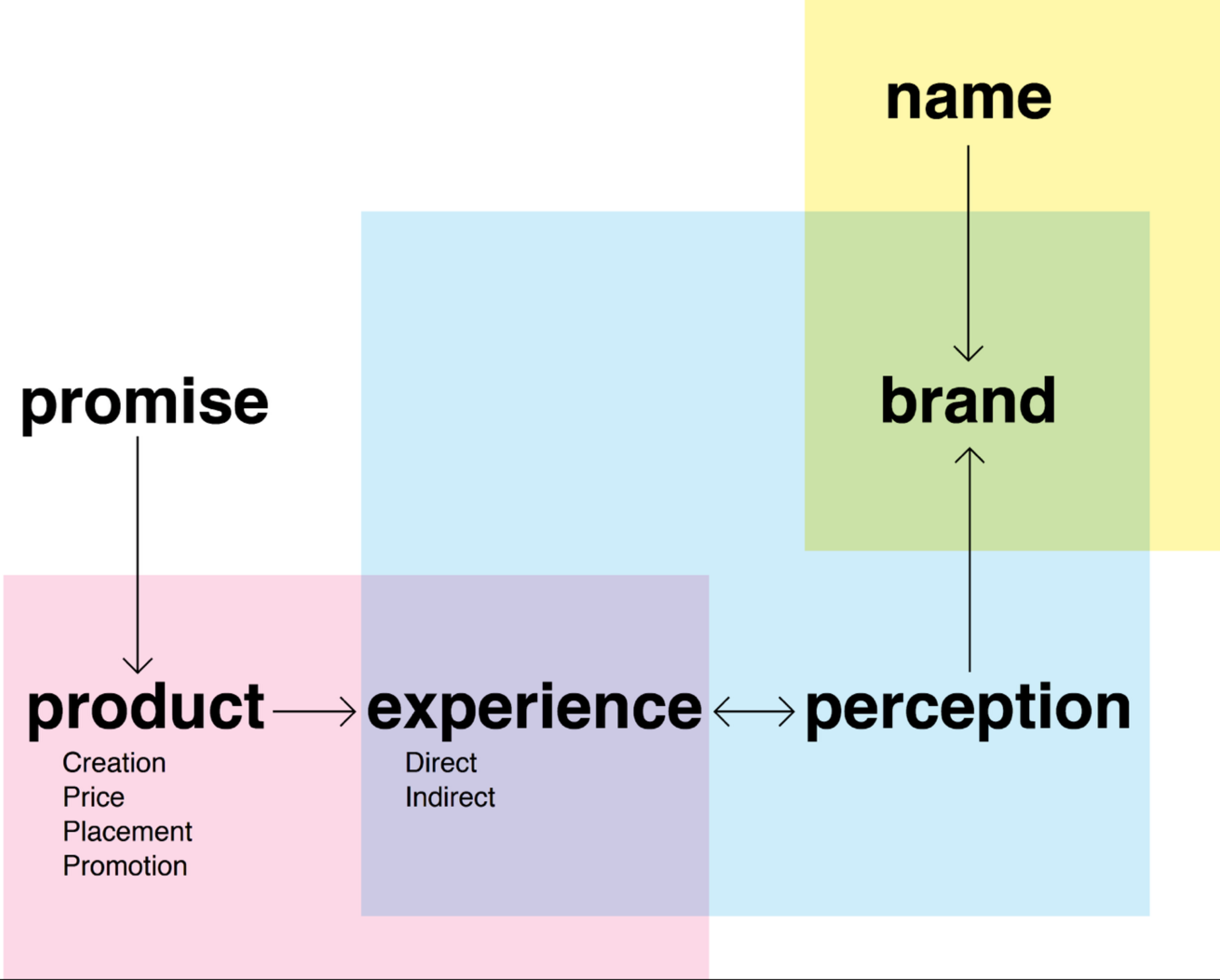
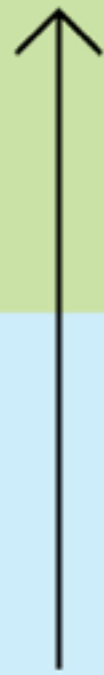


**perception**

**name**



**brand**



**promise**



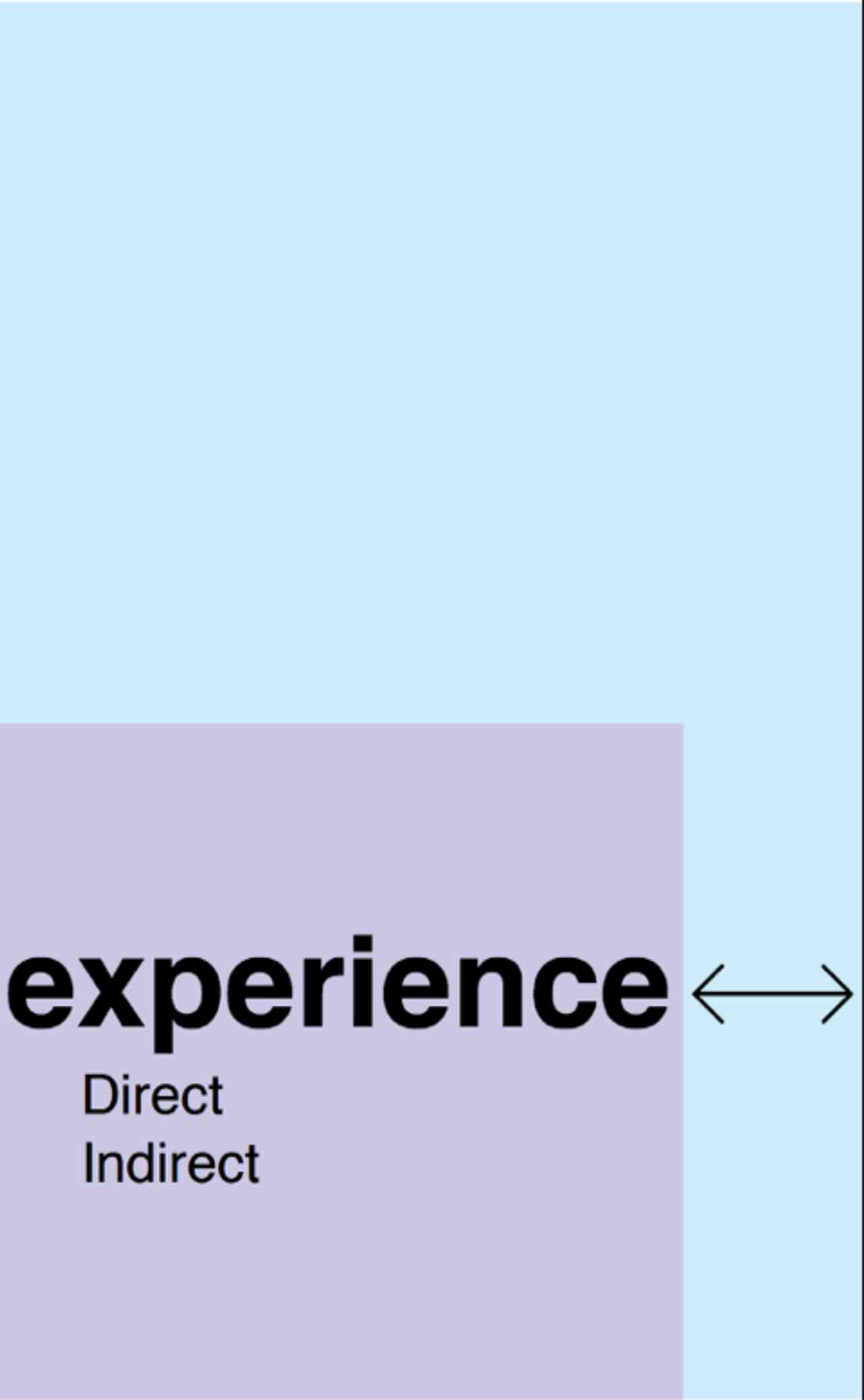
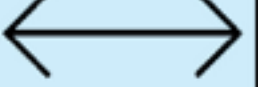
**product**

- Creation
- Price
- Placement
- Promotion



**experience**

- Direct
- Indirect



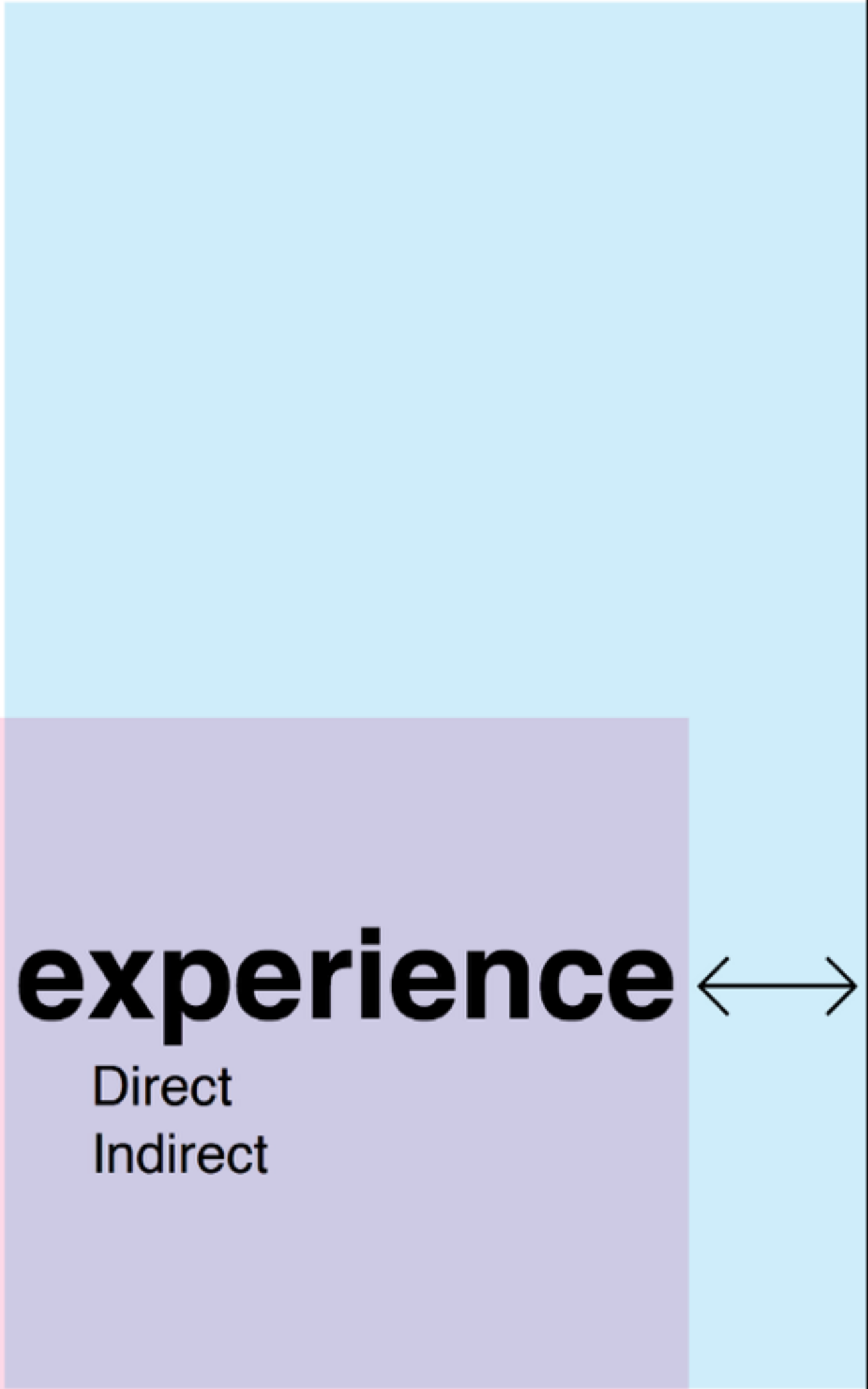
**stewards** → **promise**



**product** → **experience** ↔

Creation  
Price  
Placement  
Promotion

Direct  
Indirect



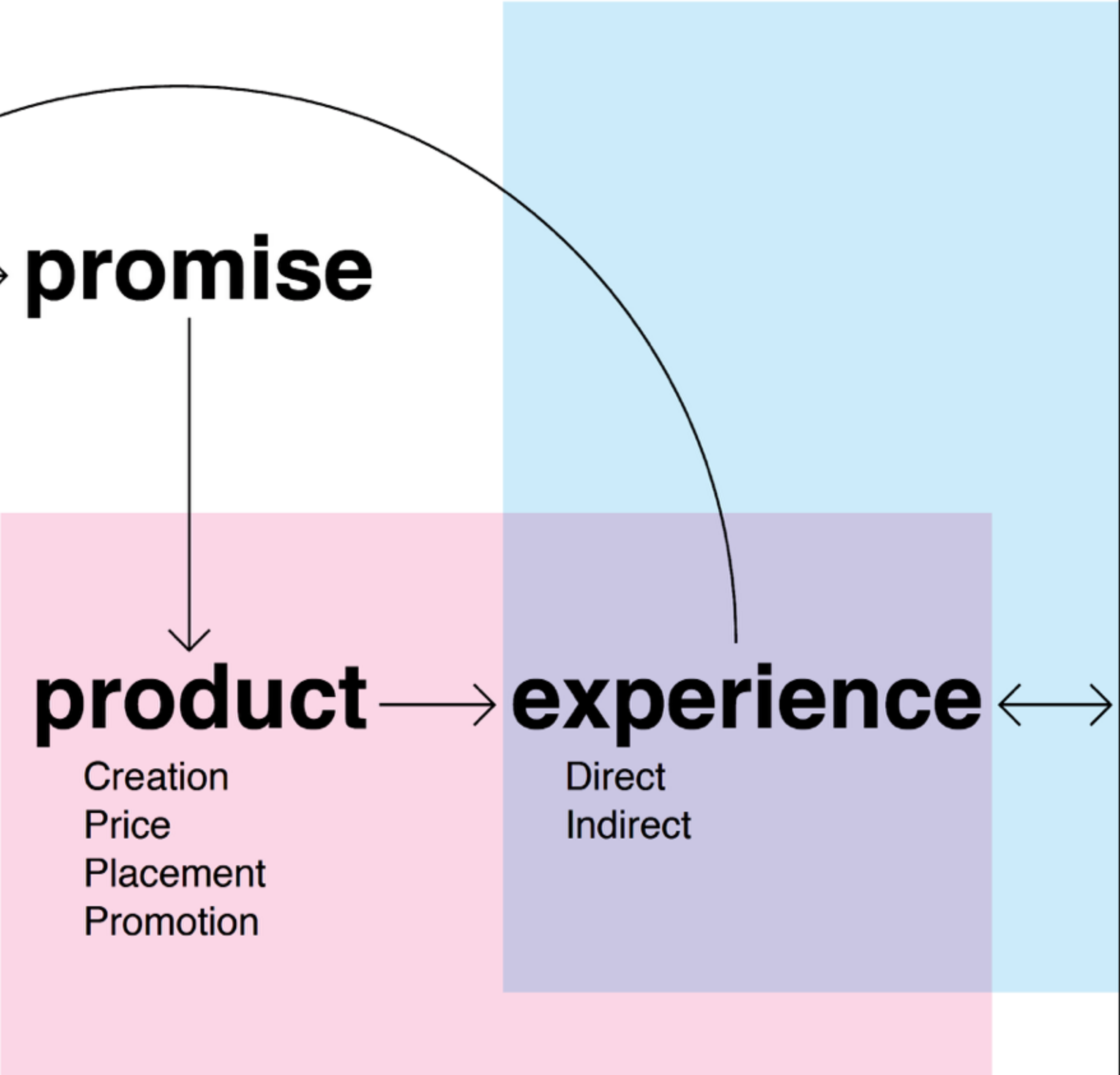
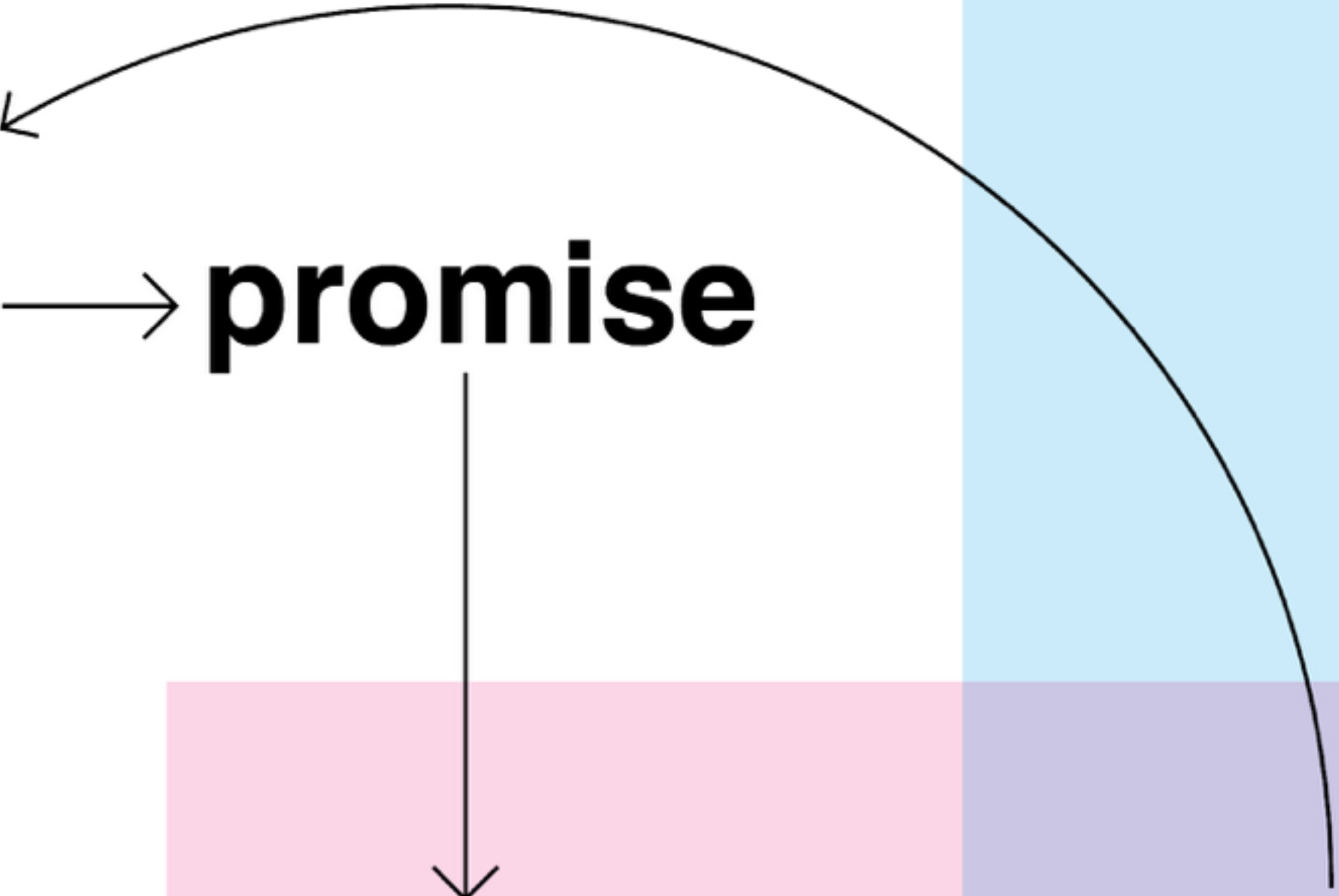


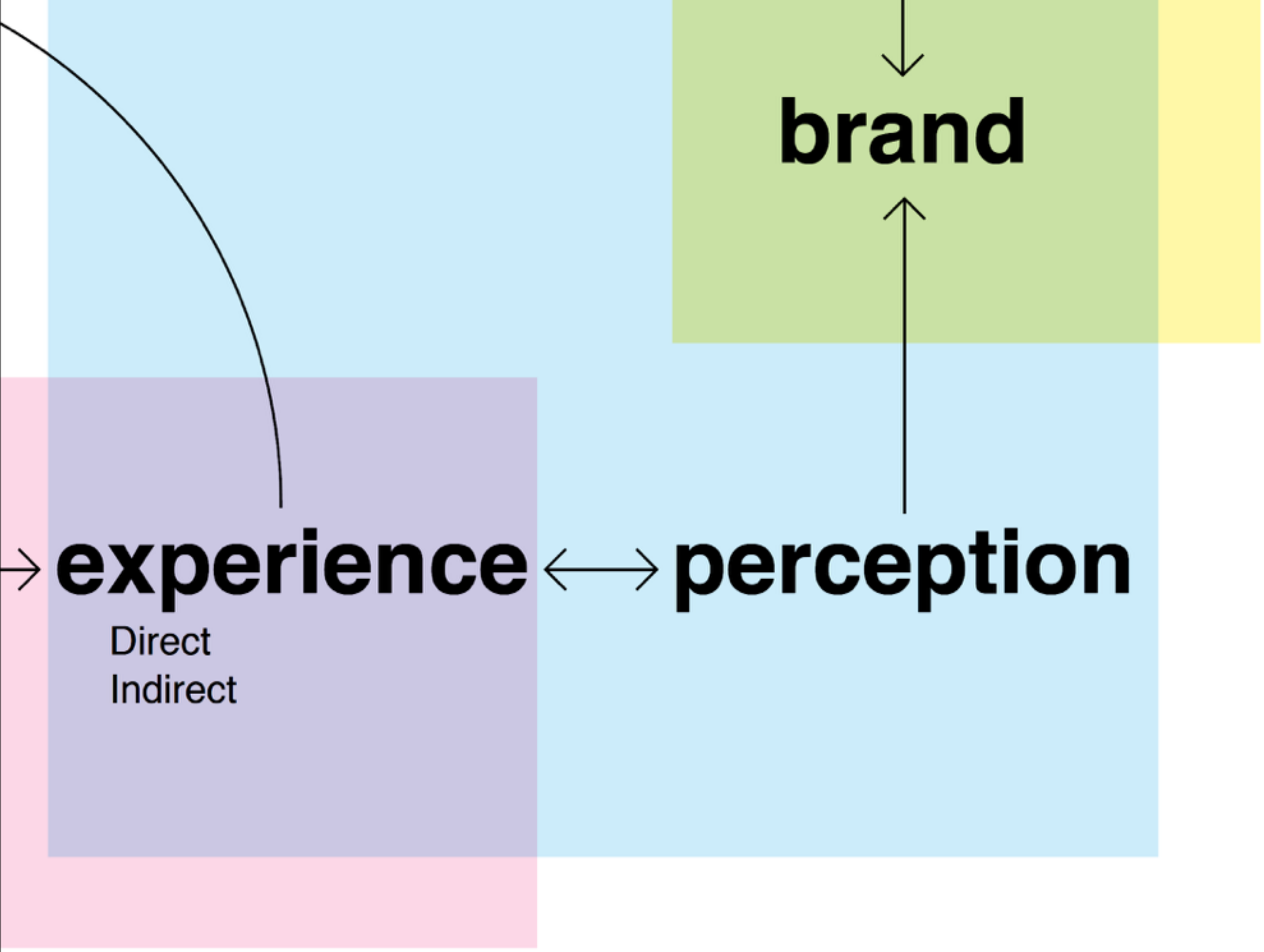
**stewards** → **promise**

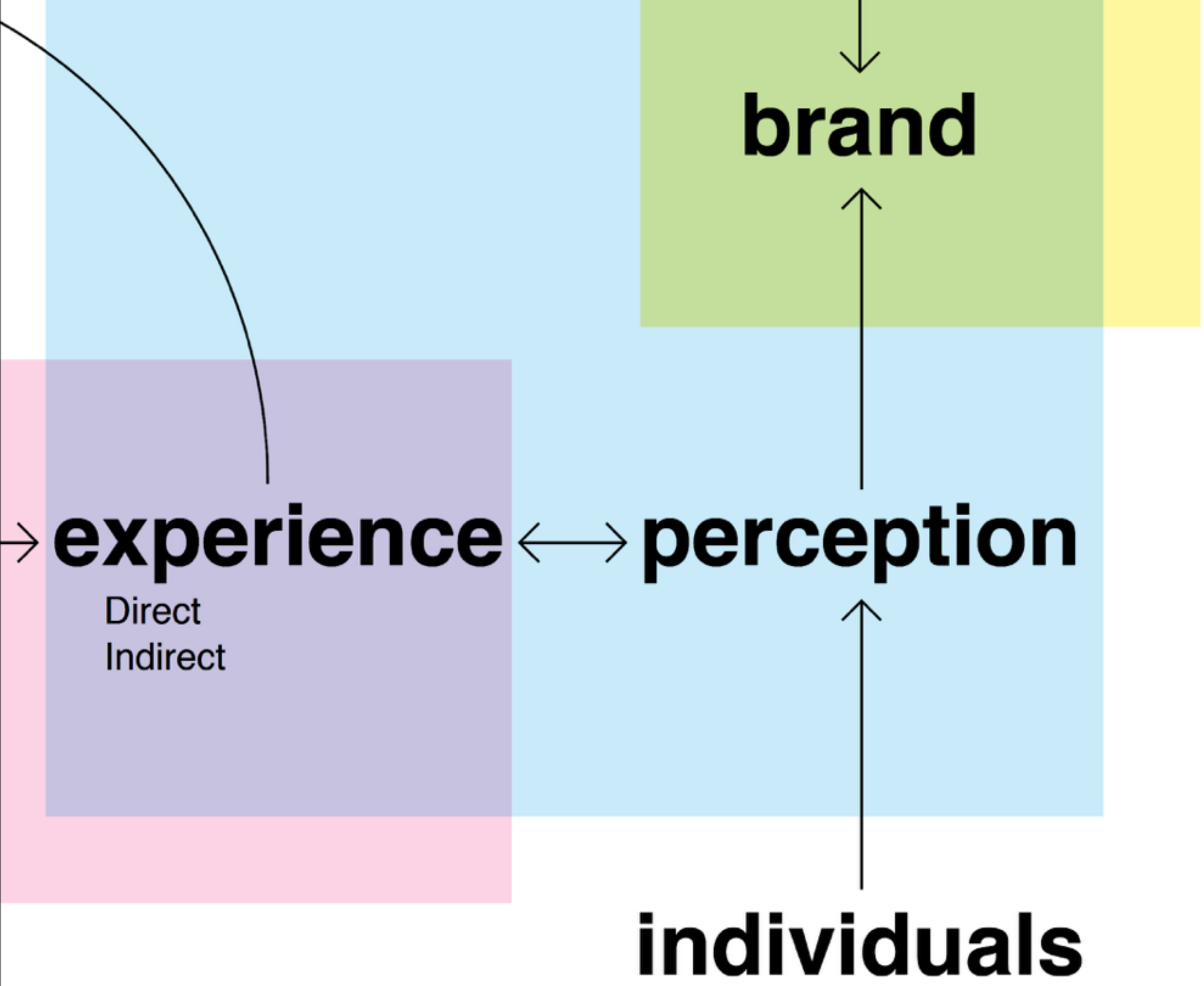
**product** → **experience** ↔

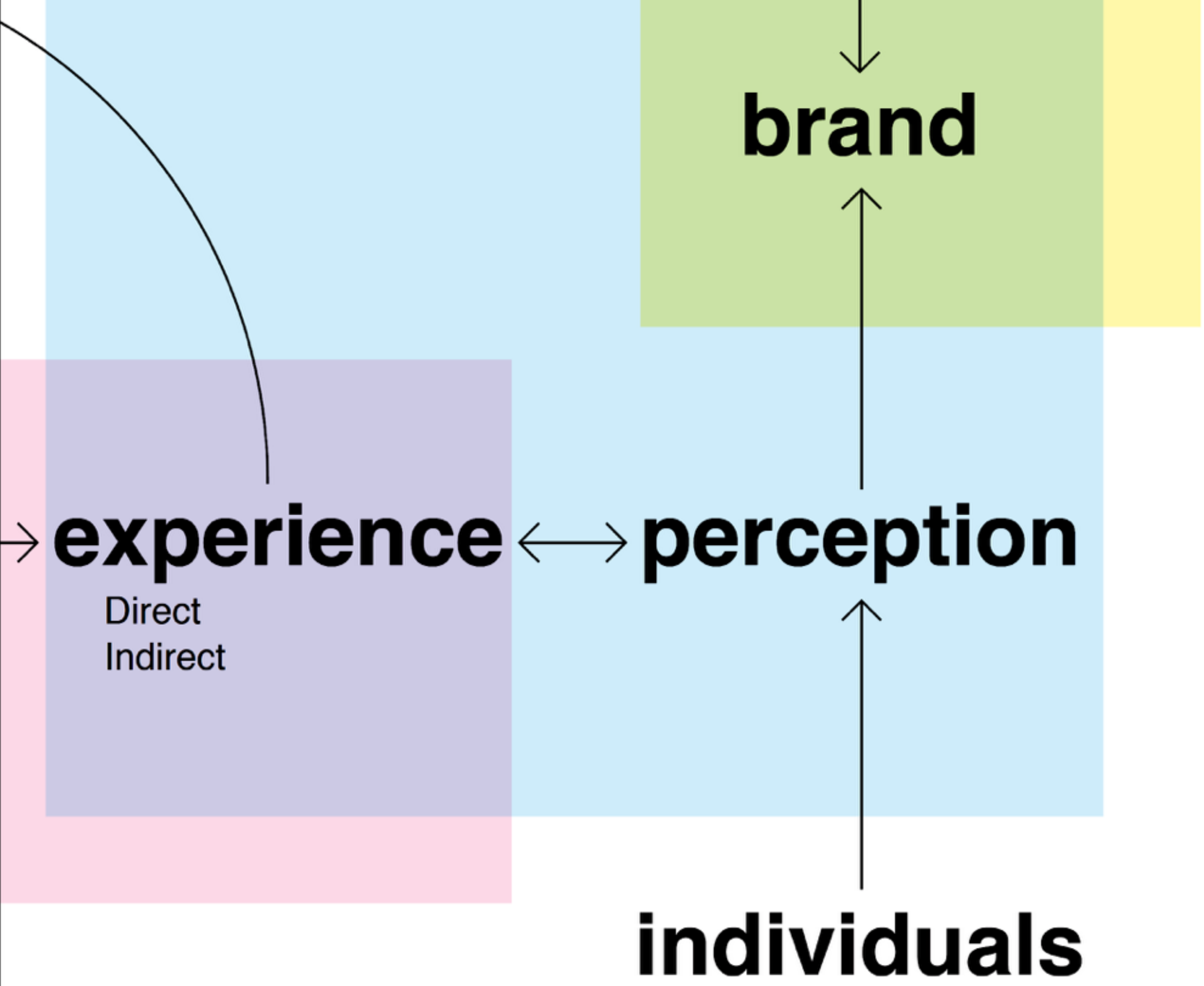
Creation  
Price  
Placement  
Promotion

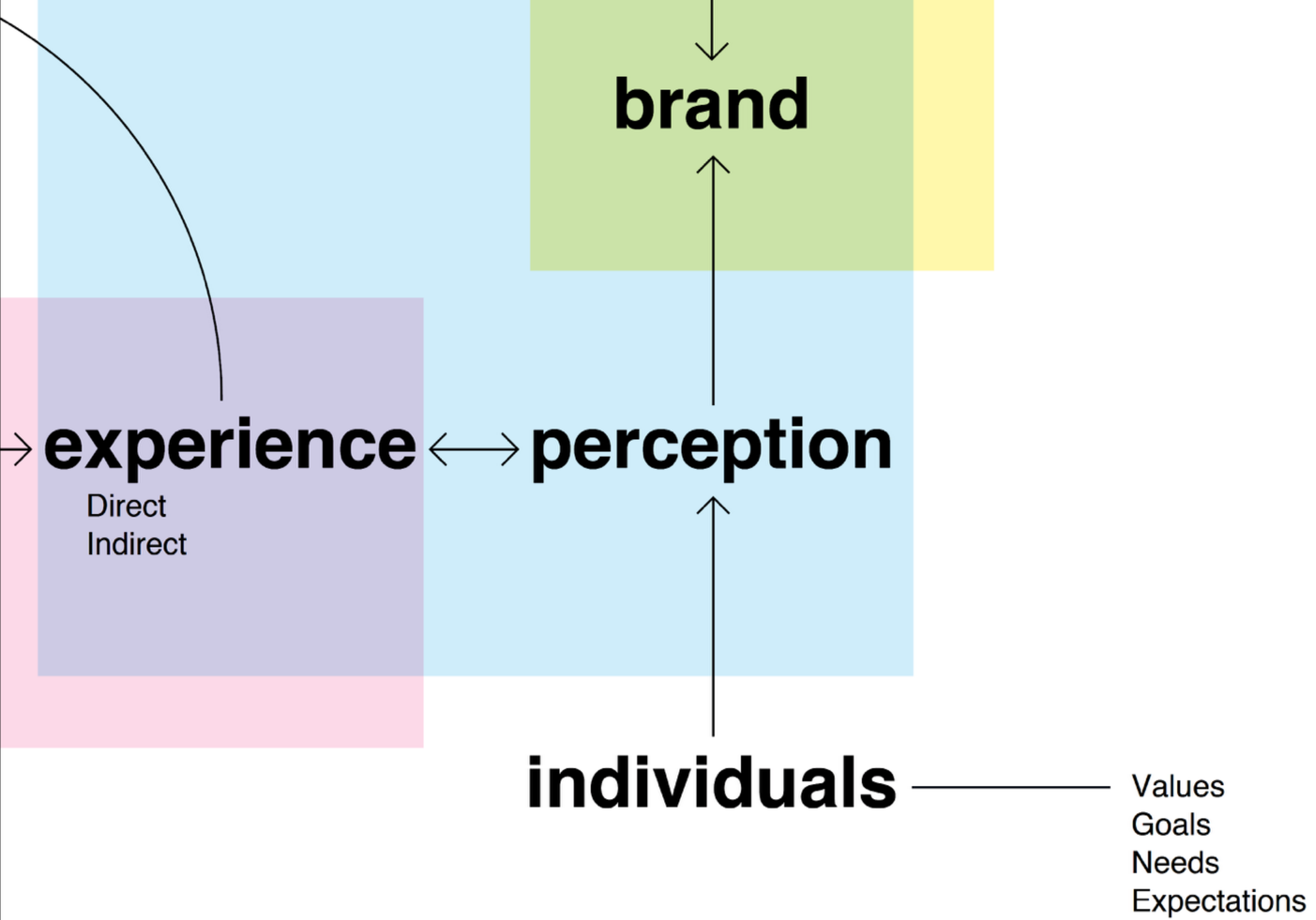
Direct  
Indirect









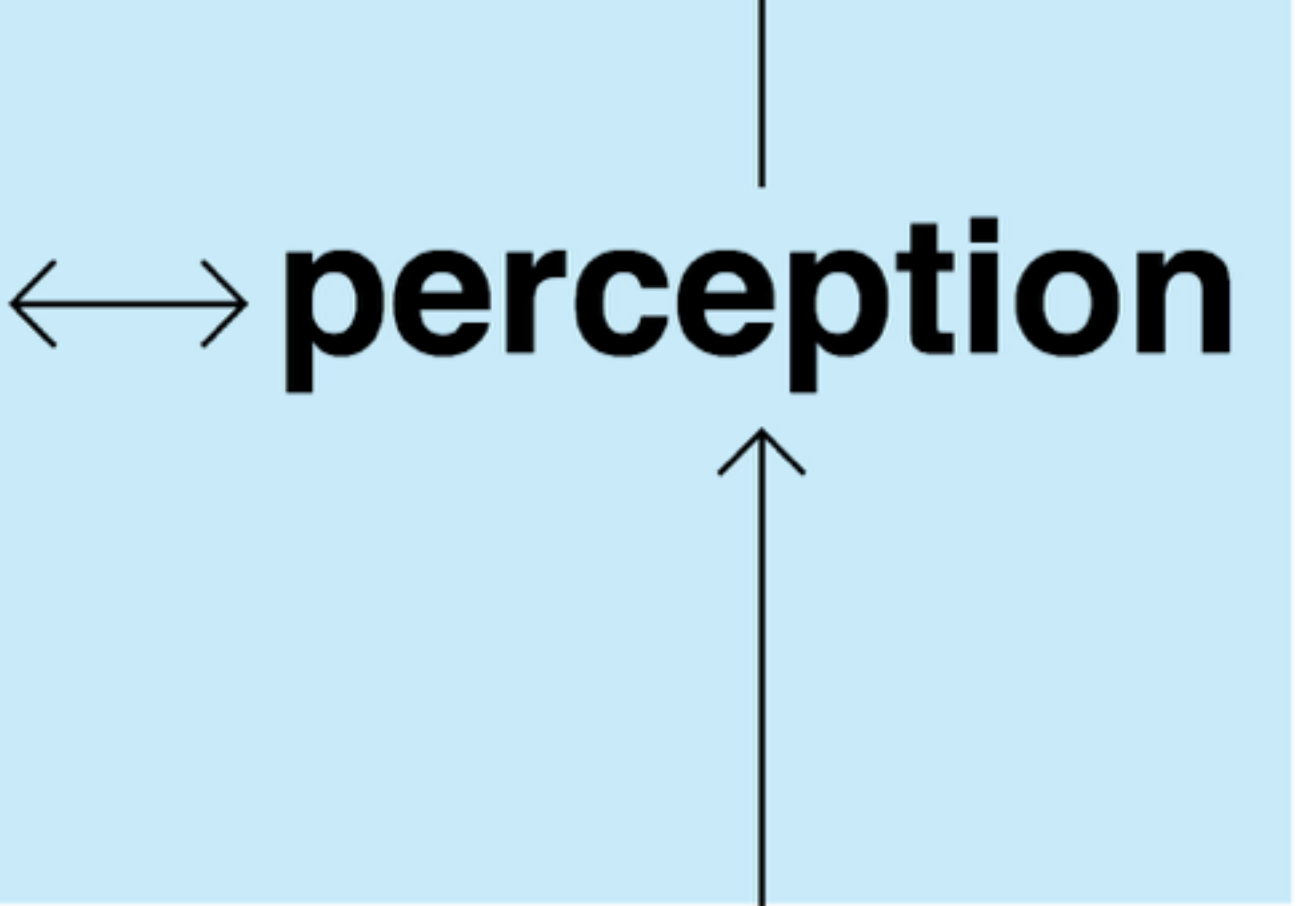
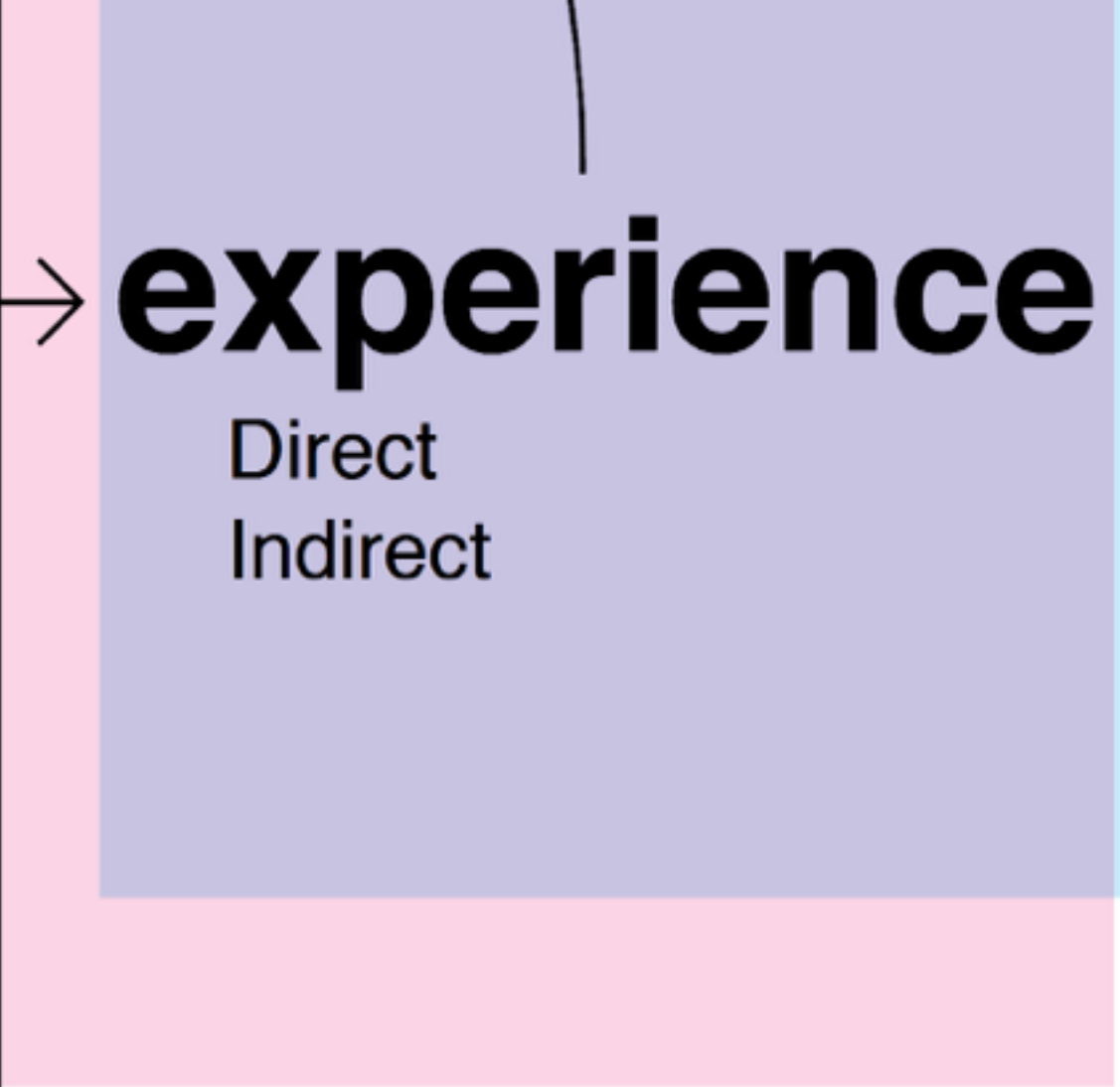


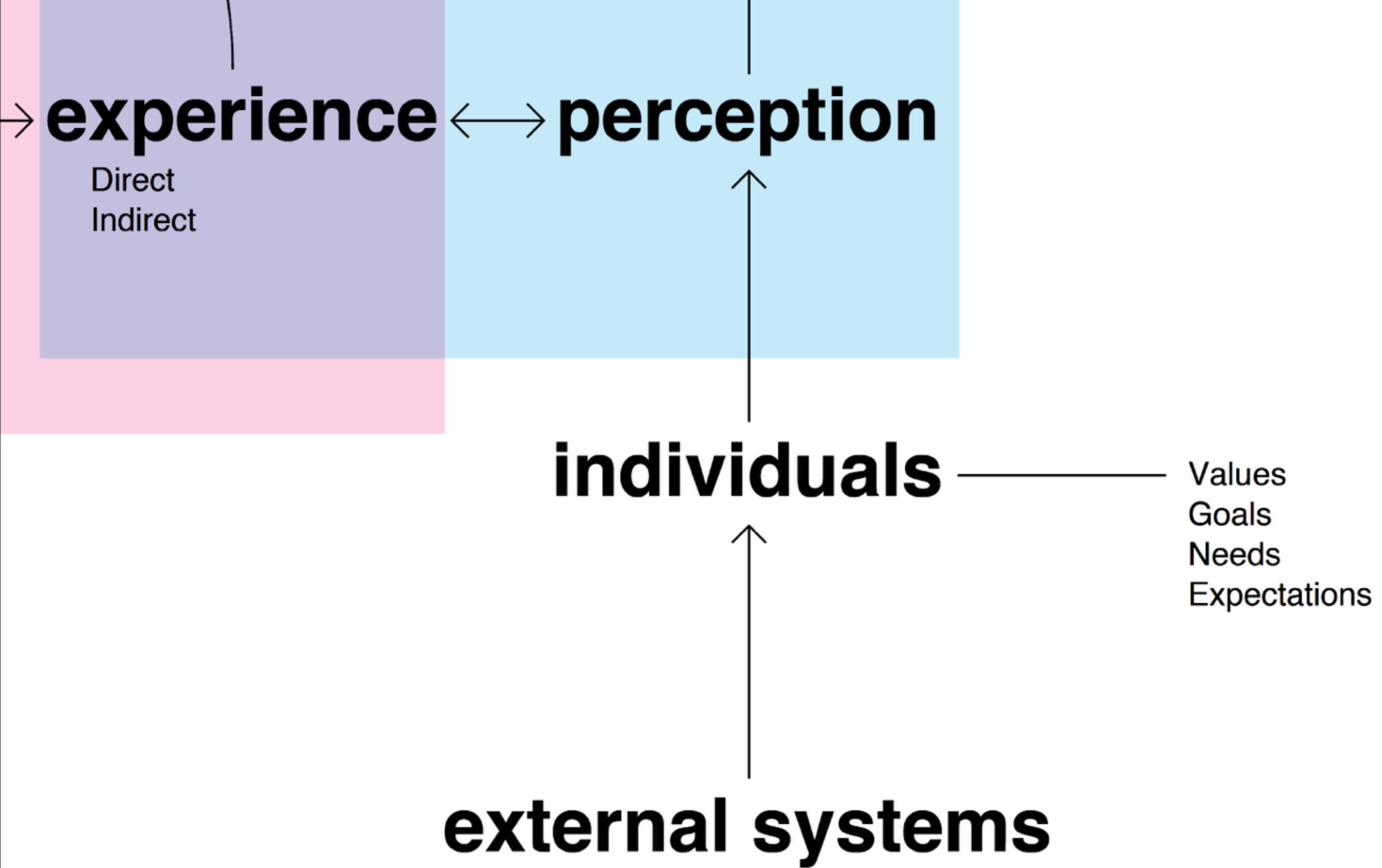
→ **experience** ↔ **perception**

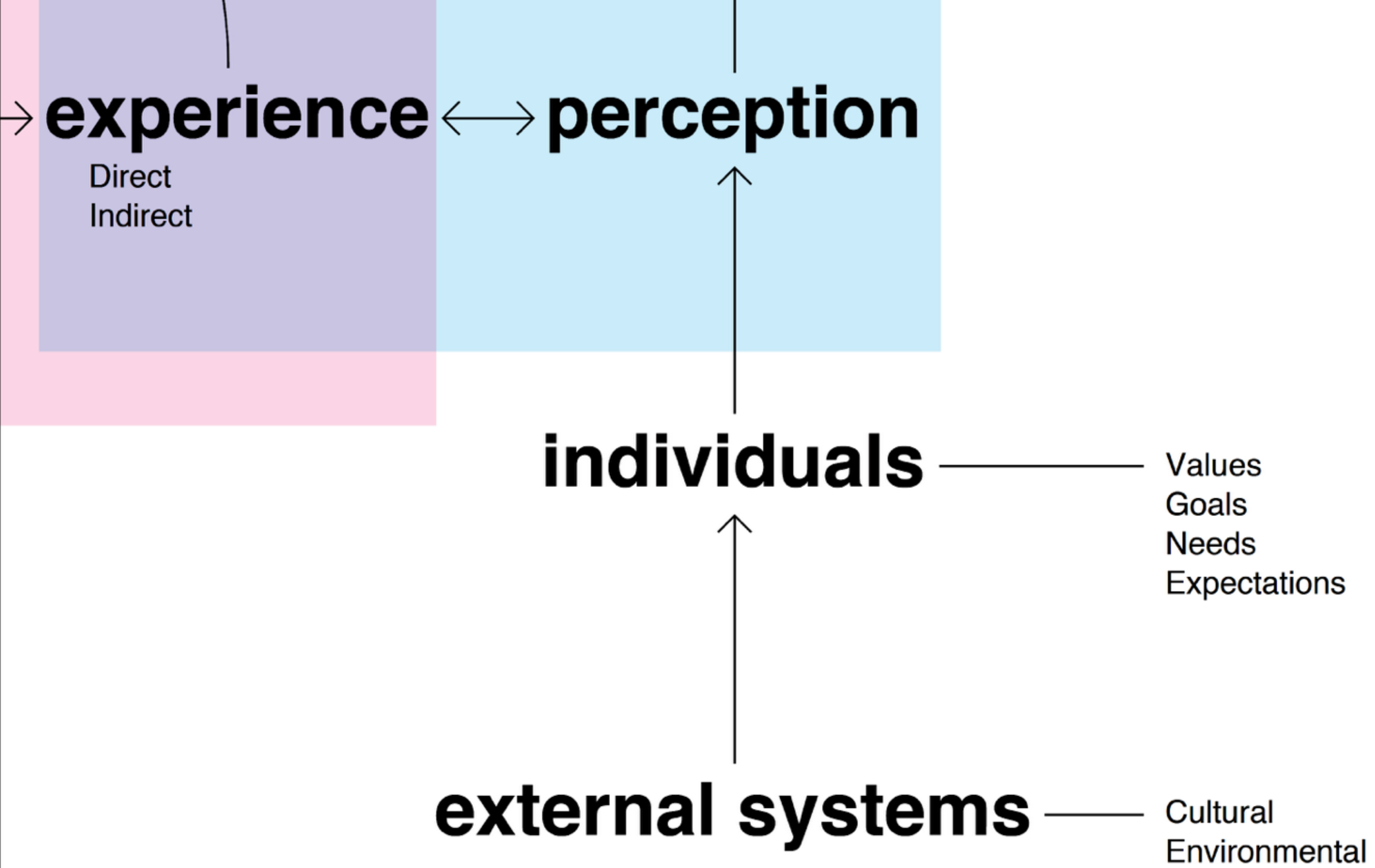
Direct  
Indirect

**individuals**

— Values  
Goals  
Needs  
Expectations

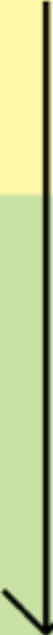




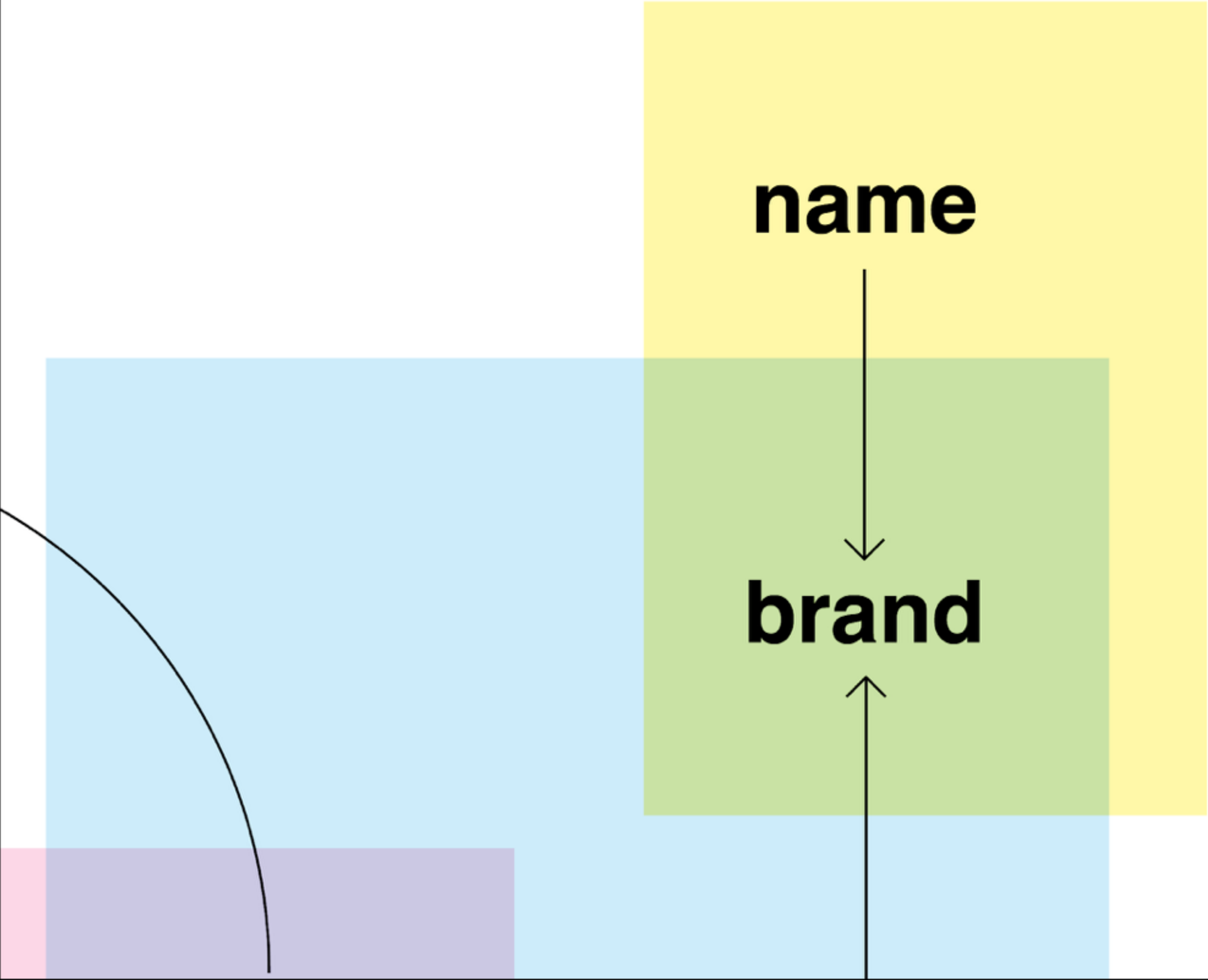




**name**



**brand**



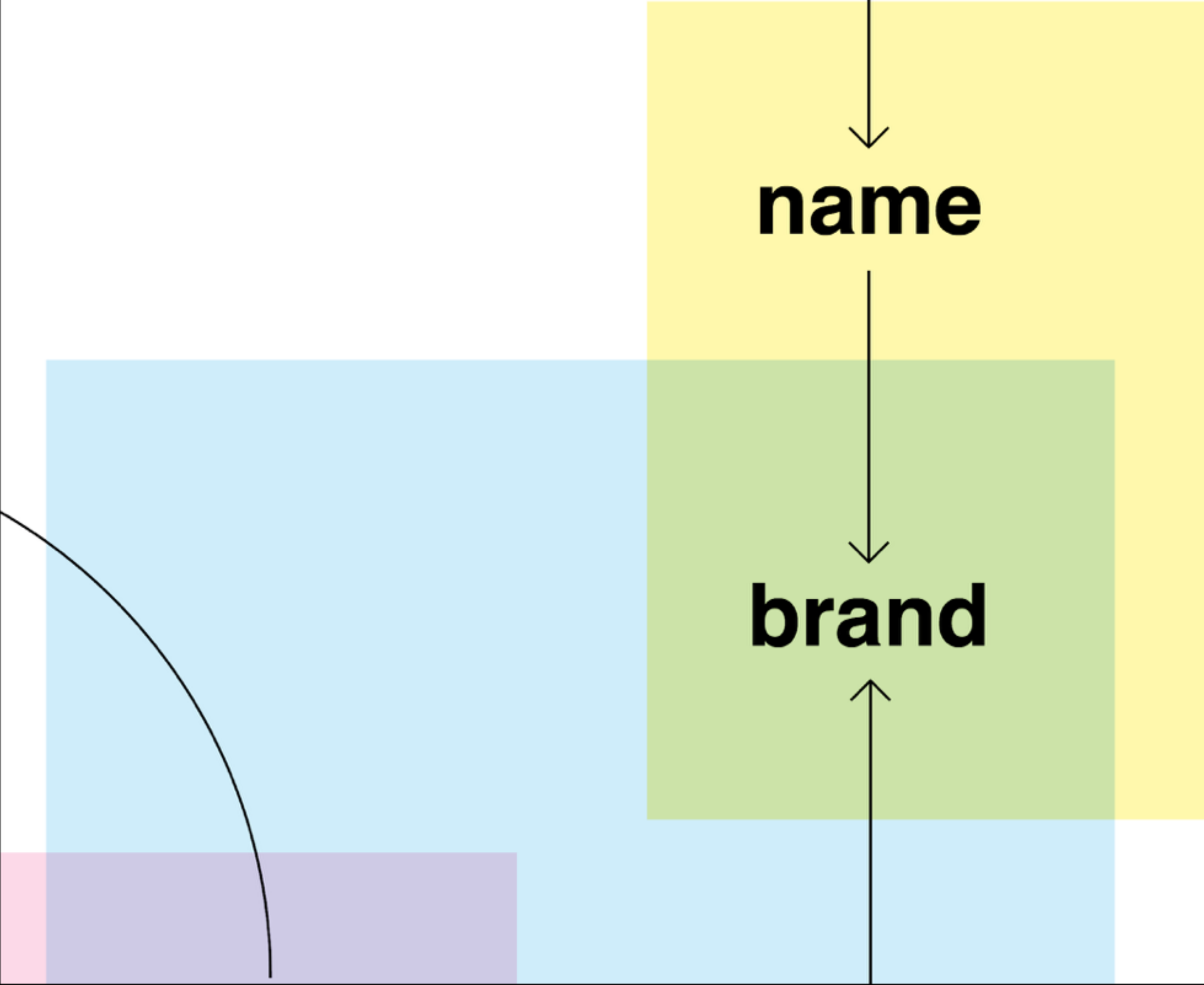
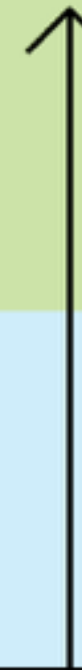
**symbols**



**name**



**brand**

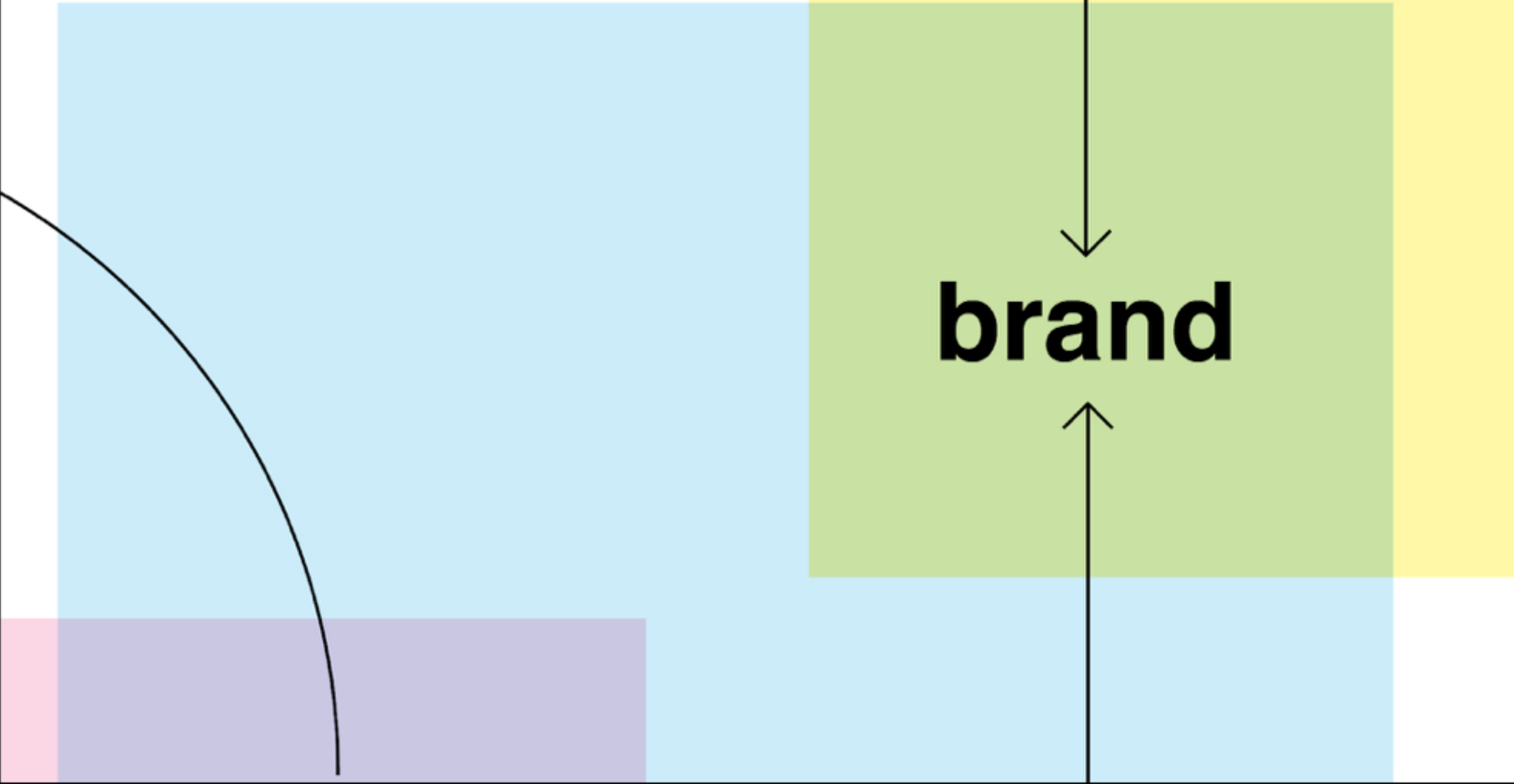


**symbols**

Graphic Devices  
Trade Dress  
Spokesmen  
Words  
Sounds

**name**

**brand**



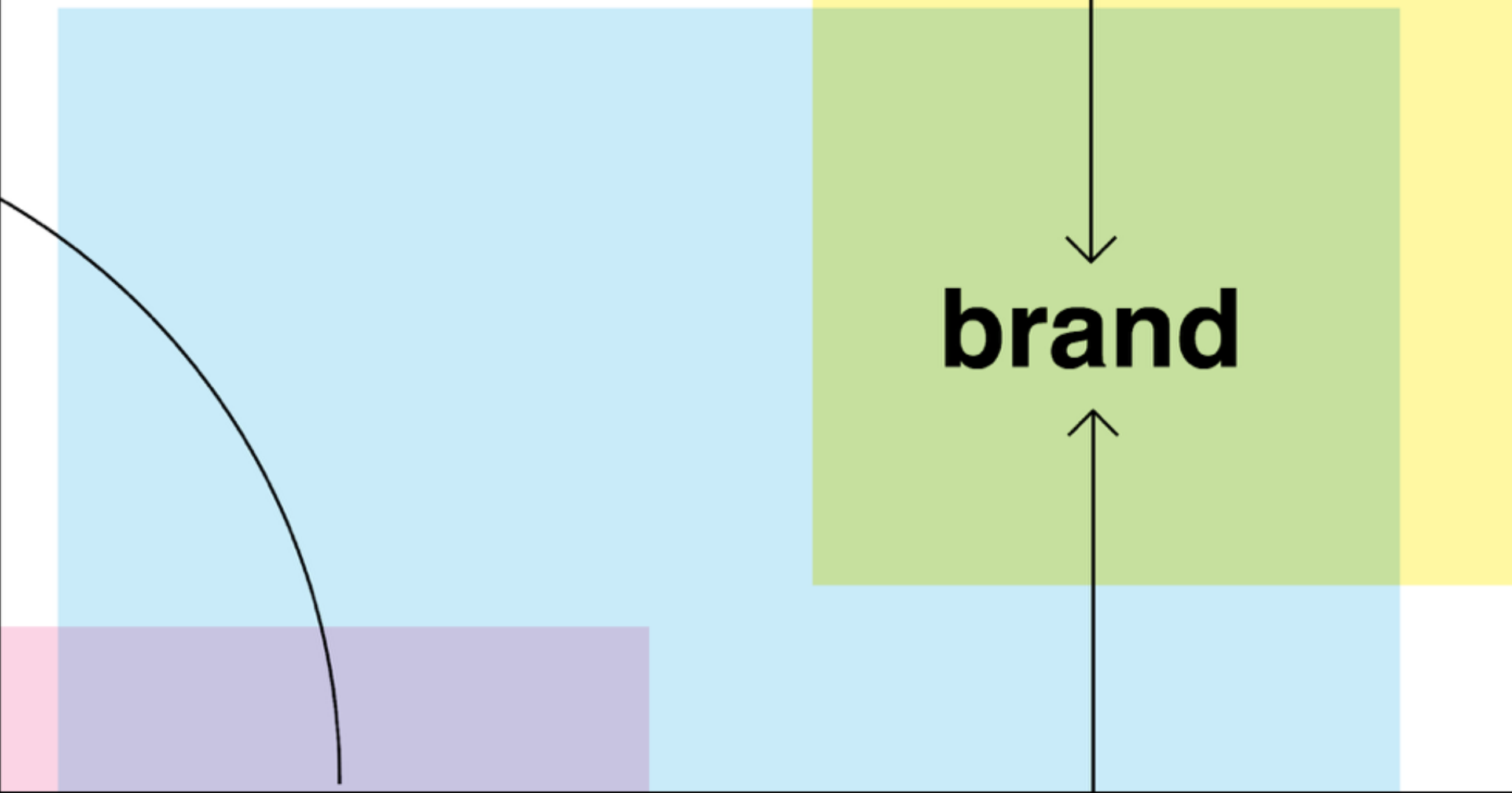
**symbols**

Graphic Devices  
Trade Dress  
Spokesmen  
Words  
Sounds

**name**

Existing Words  
Coined Words  
Abbreviations  
Hybrids

**brand**



**symbols**

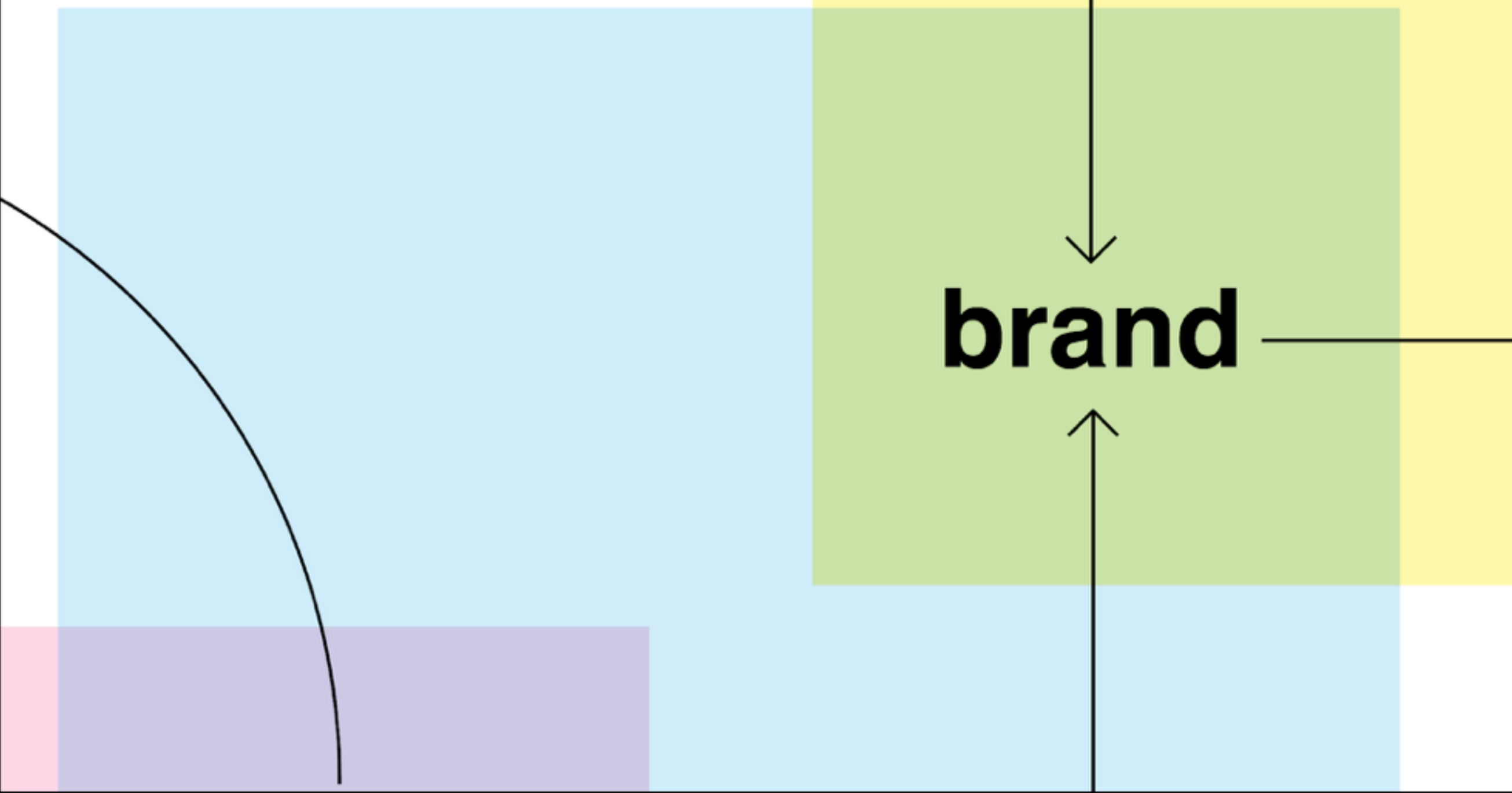
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Sounds

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Hybrids

**brand**

**measured**



**symbols**

Graphic Devices  
Trade Dress  
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Sounds

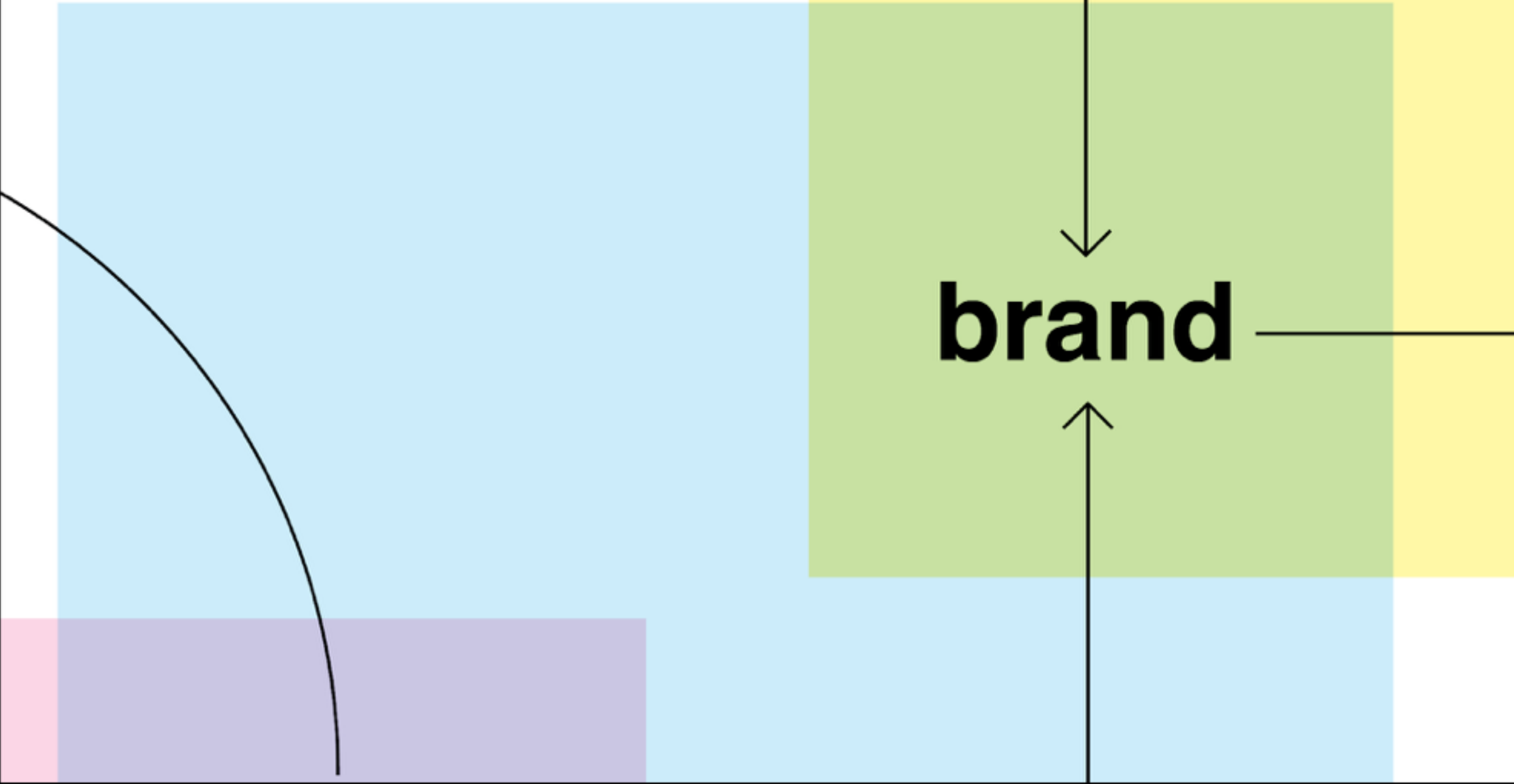
**name**

Existing Words  
Coined Words  
Abbreviations  
Hybrids

**brand**

**measured**

Position  
Reach  
Reputation



**symbols**

Graphic Devices  
Trade Dress  
Spokesmen  
Words  
Sounds

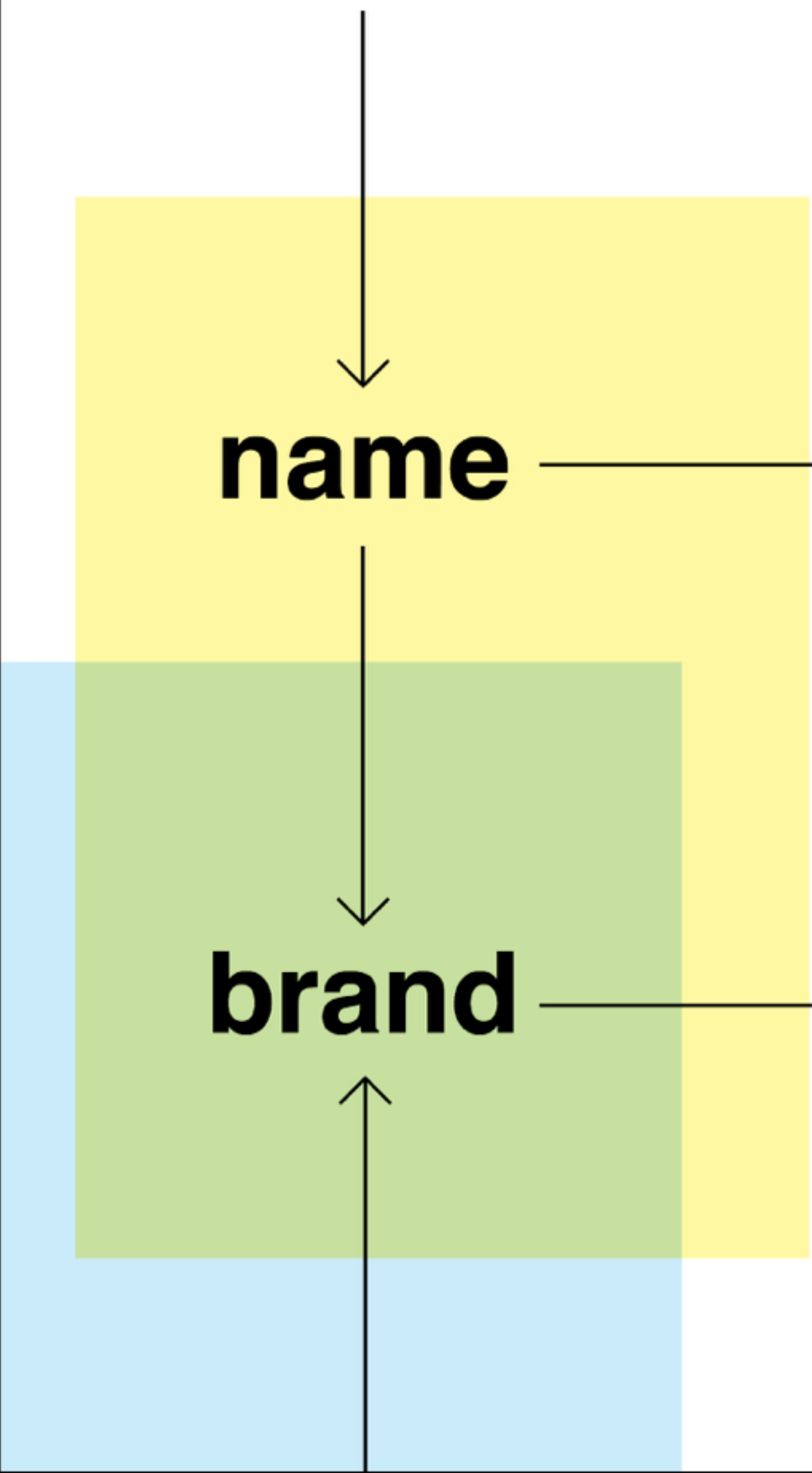
**name**

Existing Words  
Coined Words  
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**brand**

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Position  
Reach  
Reputation



**symbols**

Graphic Devices  
Trade Dress  
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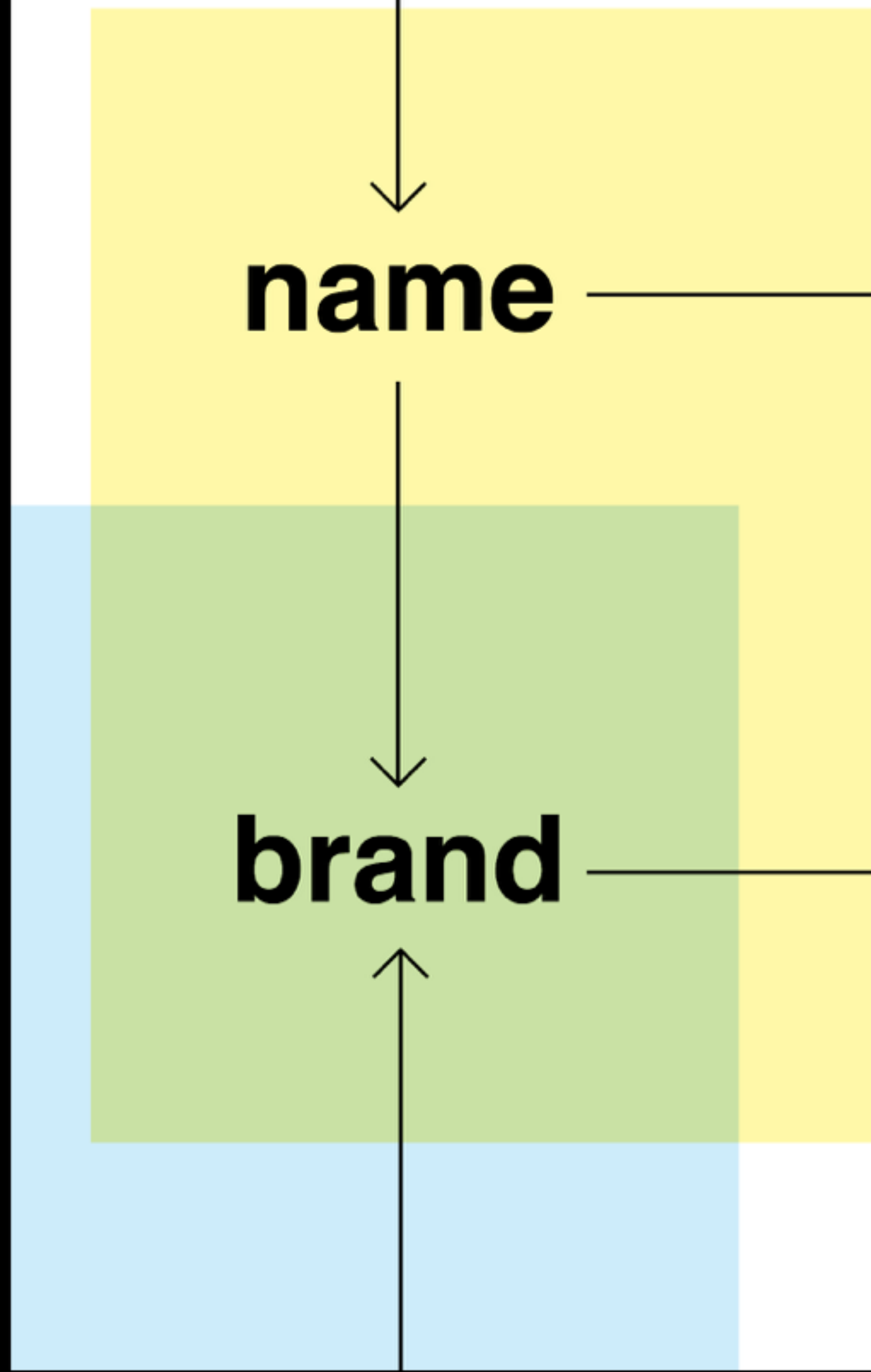
**name**

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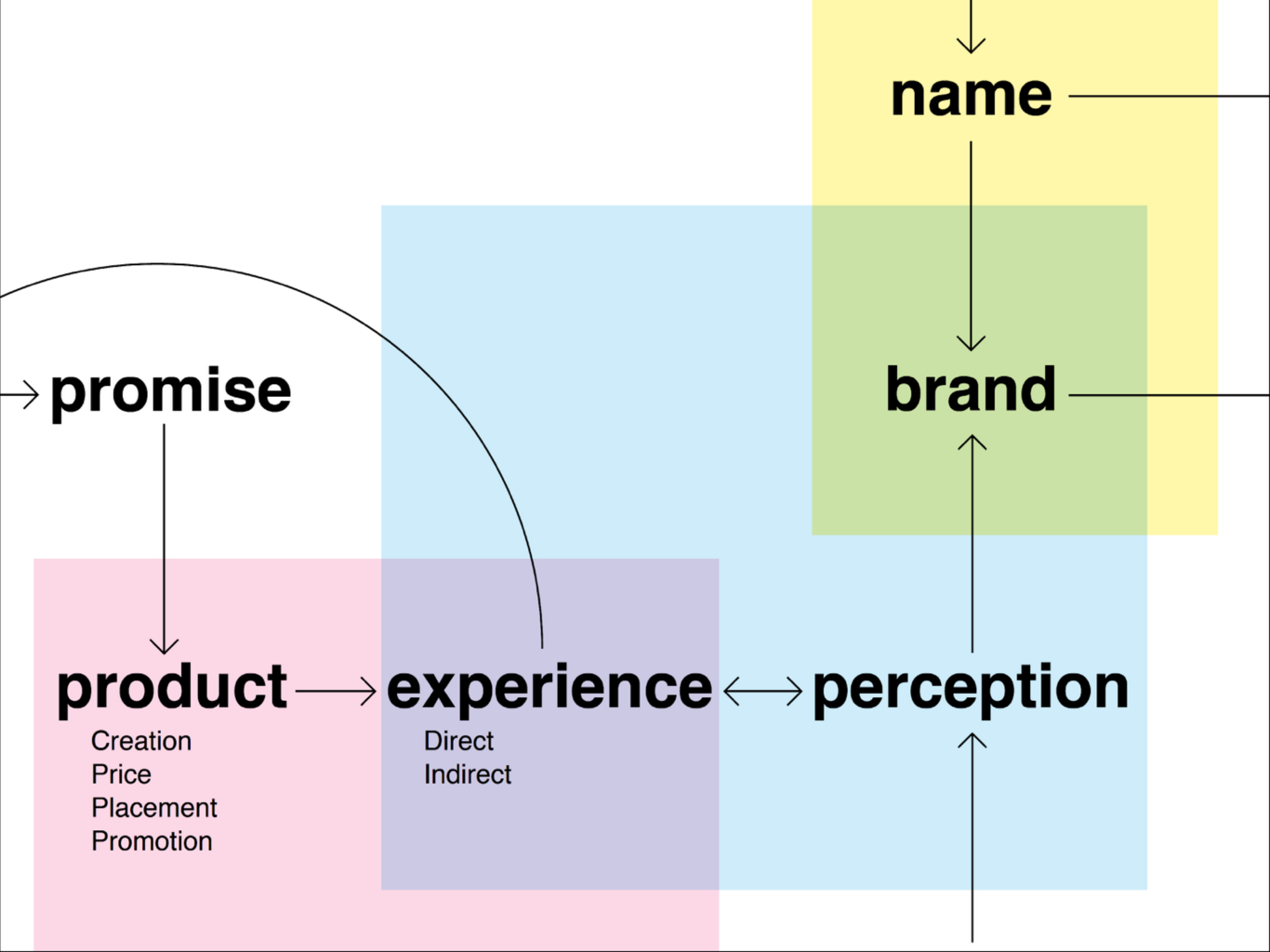
**brand**

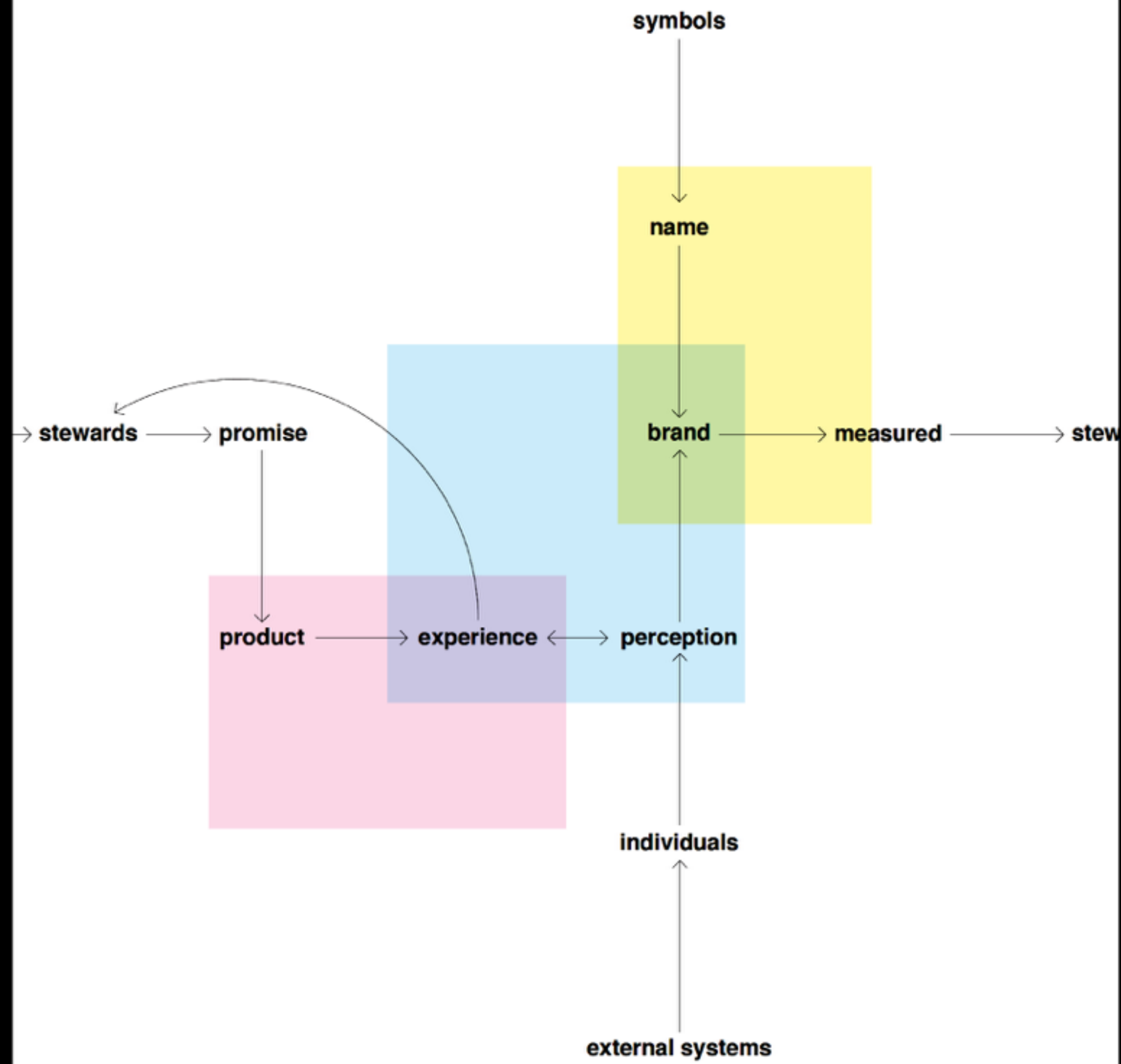
**measured** → **stewards**

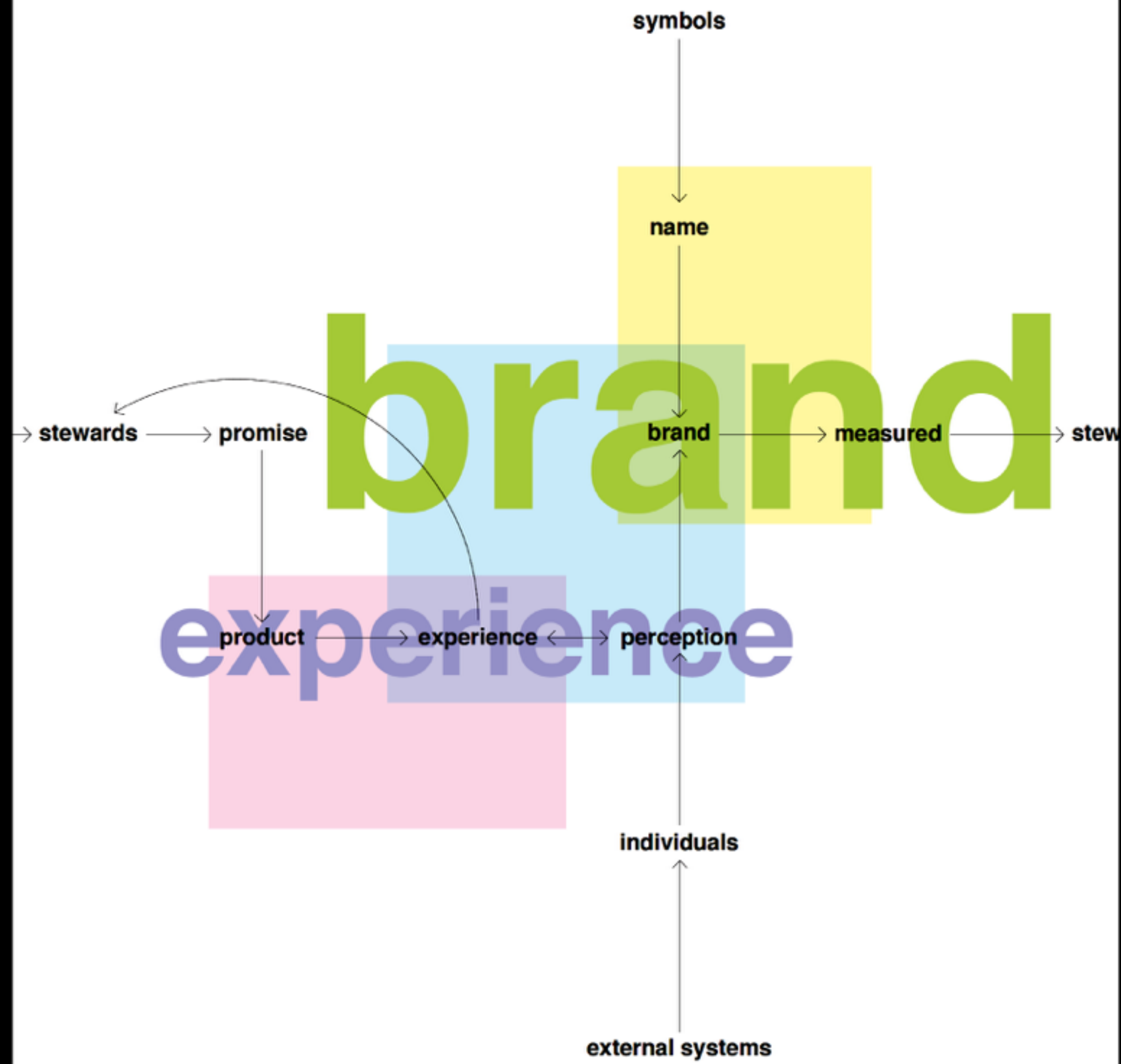
Position  
Reach  
Reputation











# a model of brand

## Overview

This diagram is a model of brand, a term often used in business, marketing, and advertising to represent a collection of things related to a product or service.

## Concepts

Concepts are the ideas or feelings that are associated with a brand. They are the things that make a brand unique and memorable.

## Dimensions

The diagram attempts to present a comprehensive model of brand, a term often used in business, marketing, and advertising to represent a collection of things related to a product or service.

## Stewards

Brand stewards hold the brand to account, back for the historical success and also for the future success of the brand.

## Promise

Brand promise is the commitment of a brand to its customers, which is the foundation of the brand's identity.

## Product

Brand promise is the commitment of a brand to its customers, which is the foundation of the brand's identity.

## Experience

Brand promise is the commitment of a brand to its customers, which is the foundation of the brand's identity.

## Perception

Brand promise is the commitment of a brand to its customers, which is the foundation of the brand's identity.

## Individuals

Brand promise is the commitment of a brand to its customers, which is the foundation of the brand's identity.

## External Systems

Brand promise is the commitment of a brand to its customers, which is the foundation of the brand's identity.

## Stewards

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## How does a name work?

People speaking identify about brand often use the name to refer to the name or the thing it represents. The diagram explains a name as a collection of things related to a product or service.

## Meaning

The diagram explains a name as a collection of things related to a product or service.

## Brand as a sign

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## Brand as a sign

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## How does a name work?

People speaking identify about brand often use the name to refer to the name or the thing it represents. The diagram explains a name as a collection of things related to a product or service.

## Meaning

The diagram explains a name as a collection of things related to a product or service.

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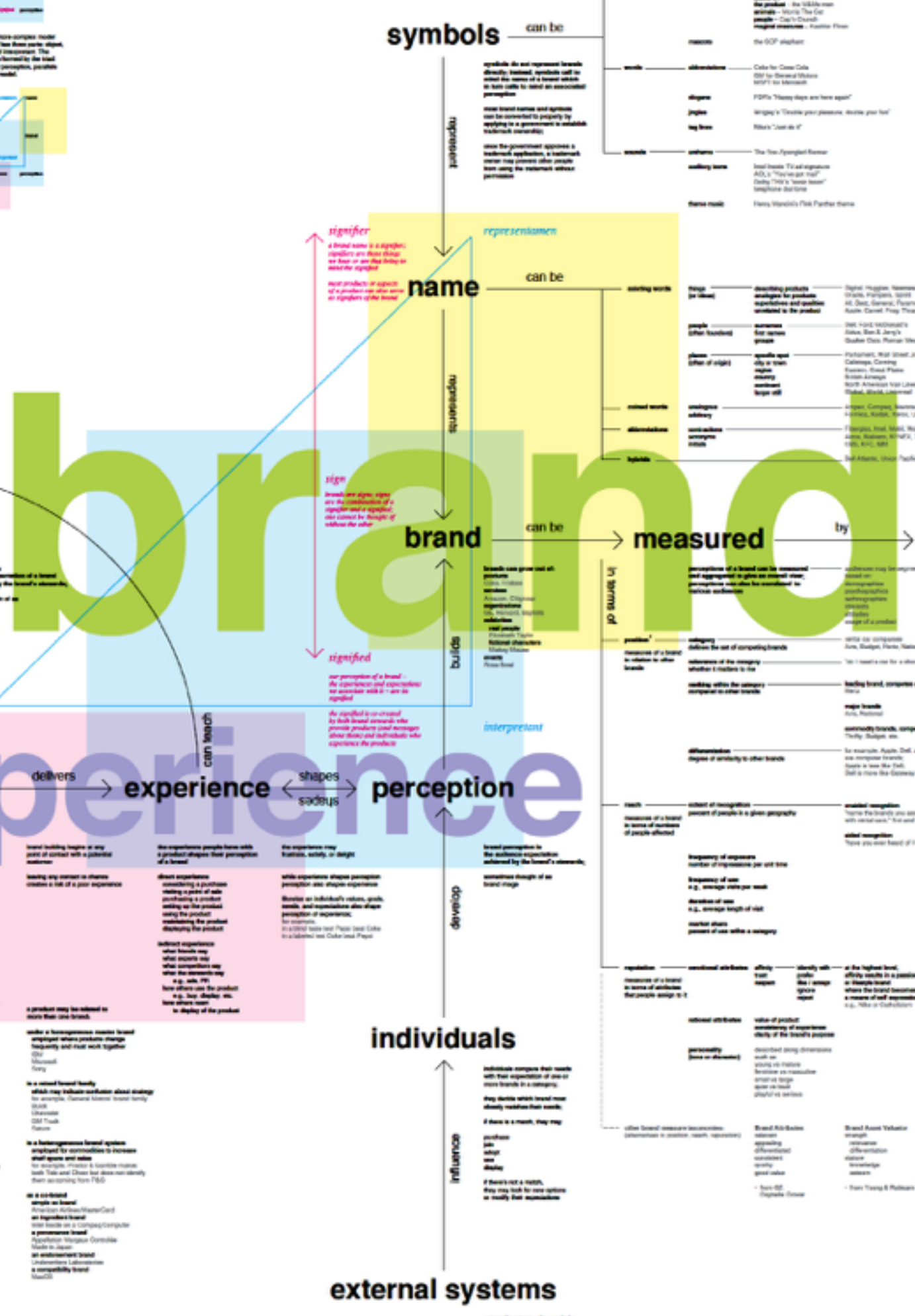
The diagram explains a name as a collection of things related to a product or service.

## Brand as a sign

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The diagram explains a name as a collection of things related to a product or service.



**symbols** can be represented by... symbols can be represented by... symbols can be represented by...

**name** can be... name can be... name can be...

**brand** can be... brand can be... brand can be...

**experience** can be... experience can be... experience can be...

**individuals** can be... individuals can be... individuals can be...

**external systems** can be... external systems can be... external systems can be...

**stewards** can be... stewards can be... stewards can be...

**measured** by... measured by... measured by...

**stewards** can be... stewards can be... stewards can be...

acknowledgments  
The book, *Brand*, is the result of the work of many people who have contributed to its development. I would like to thank the following people for their help and support:

**symbols** can be represented by... symbols can be represented by... symbols can be represented by...

**name** can be... name can be... name can be...

**brand** can be... brand can be... brand can be...

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**stewards** can be... stewards can be... stewards can be...

**measured** by... measured by... measured by...

**stewards** can be... stewards can be... stewards can be...

**elements of a brand**

# brand story

The parts	Customer asks	Customer really thinks
POSITIONING	“How are you useful to me?”	<b>WHY</b> should I buy from you?
PROMISE	“What do you promise to do for me?”	Why <b>SHOULD</b> I buy from you?
PERSONAS	“What do I need/want from you?”	Why should I buy from you?
PRODUCT	“What will you offer, over time?”	Why should I <b>BUY</b> from you?
PERSONALITY	“Who are you?”	Why should I buy from <b>YOU</b> ?
PRICING	“How much is this going to cost me?”	Why should I <b>BUY</b> from you?

# Which one would you give your credit card to?

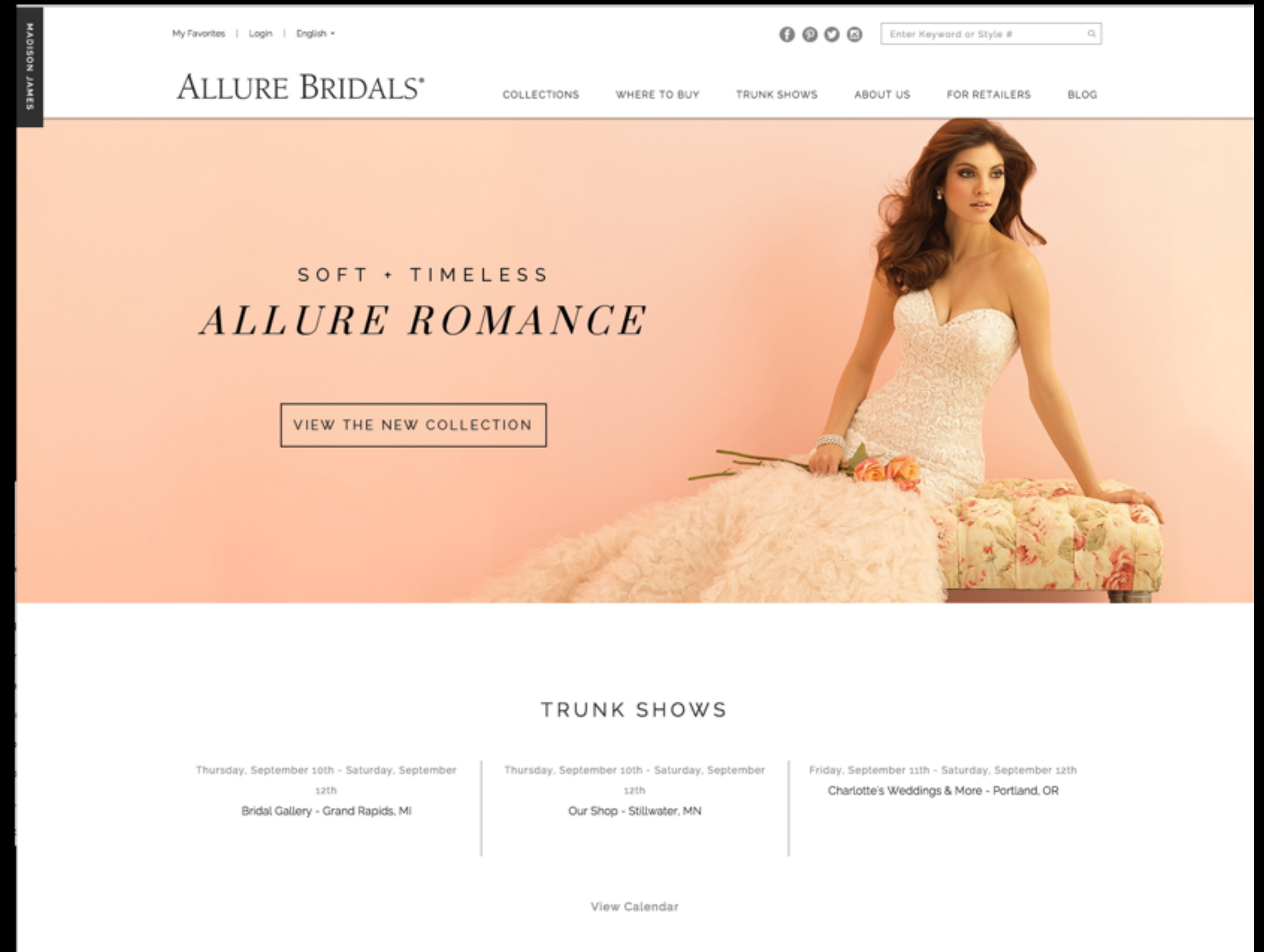
A

B

# Which one succeeds at being elegant?



A



B



# Which form is less likely to have errors?

**FILL OUT THE FORM FOR A CHANCE TO WIN!**  
Enter your information below to enter the contest.

First name: <input type="text" value="Ian"/>	Address: <input type="text" value="1234567890"/>	Province: <input type="text" value="Ontario"/>	E-mail address: <input type="text" value=""/>
Last name: <input type="text" value="Everdell"/>	City: <input type="text" value="Hamilton"/>	Profession: <input type="text" value=""/>	Confirm e-mail address: <input type="text" value=""/>
Phone number: <input type="text" value=""/>	Postal code: <input type="text" value=""/>	Hobby: <input type="text" value=""/>	Age: <input type="text" value="26 - 30 years"/>

**Tell us what you drive!**  
Year:   
Make:

**Do you own:**  
 A motorcycle?  
 A boat?  
 An RV?  
 A snowmobile?  
 An ATV?  
 Other

**What do you check most often?**  
 Newspapers  
 Flyers  
 Online flyers  
 Other

**ARE YOU A CAA MEMBER?**  
 Yes  No

Gender:  Man  Woman  
Preferred language:  English  French

I have read and understood the [Contest Rules and Regulations](#).  
 I agree to receive special offers from NAPA Auto Parts and its partners.

A

PACK

What is your dog's name?

chloe

1 ● ● ● ● ● ● ● ● ● ●

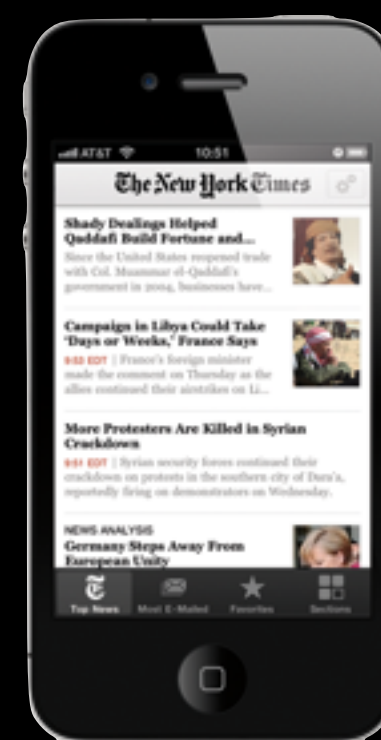
Comcast-2014-03-0-0....pdf References for Nina ....docx Show All

B

**Consider all the touchpoints. They should look like the same family.**



# Consider all the touchpoints. They should look like the same family.



Voice & Audio-scape (tones, alerts, sounds, haptic feedback) too

# brand symbols

logo

color palette

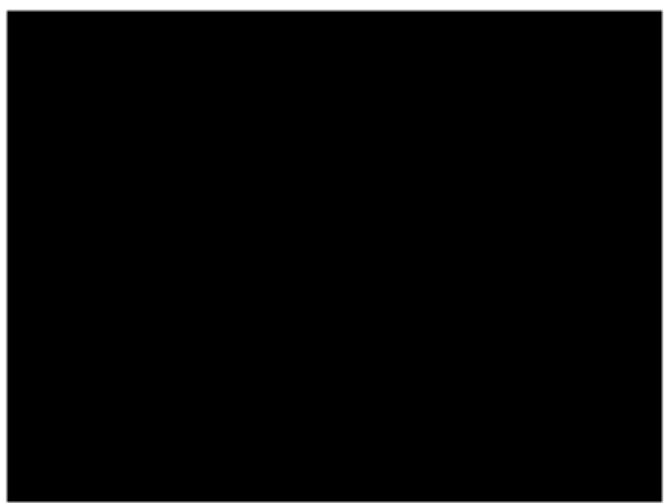
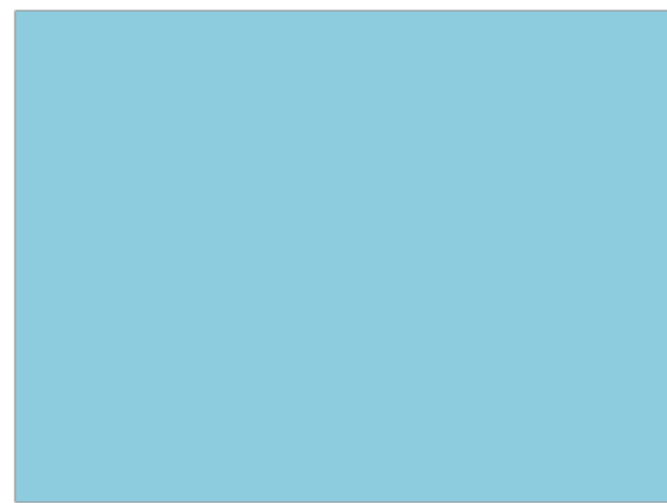
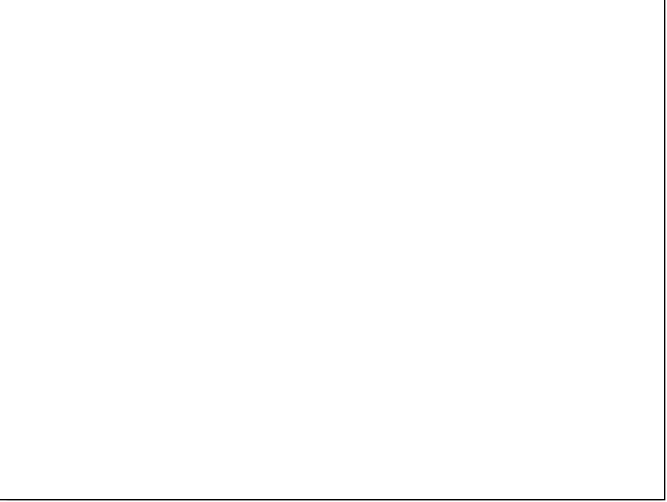
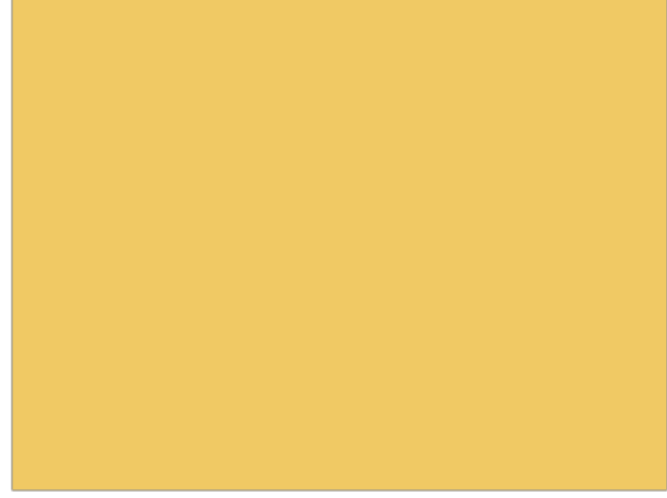
typography

iconography

imagery / photography

mocks

language (copy)



identify the company



MeetUp



Pandora



Amazon



Yahoo



Evernote



Path



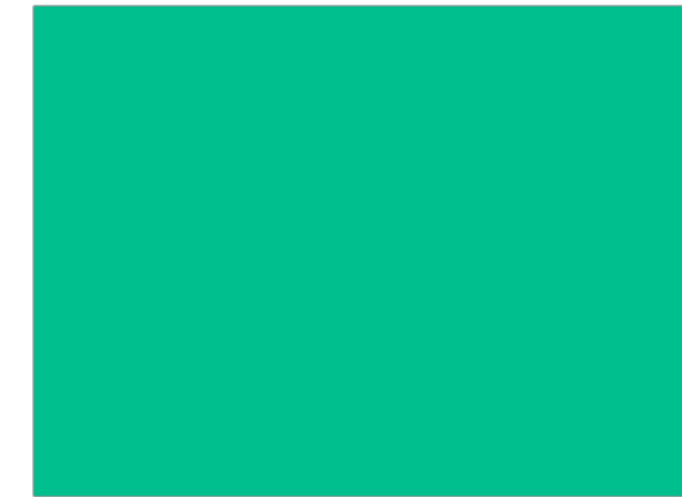
Twitter



Swarm



Dropbox



Vine



AirBnB



Facebook



Munchery



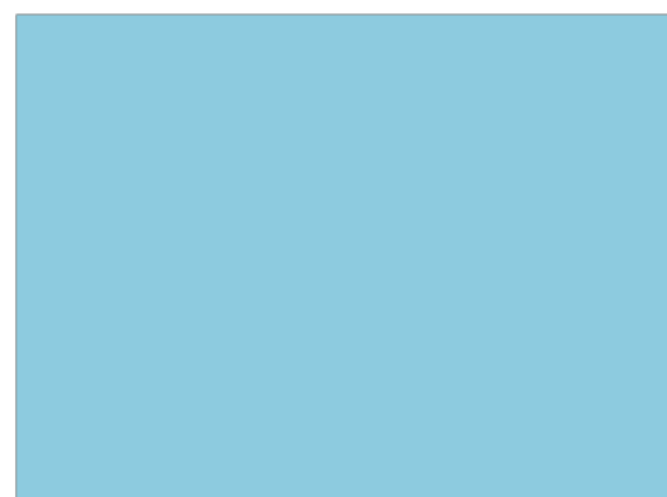
Etsy



Apple



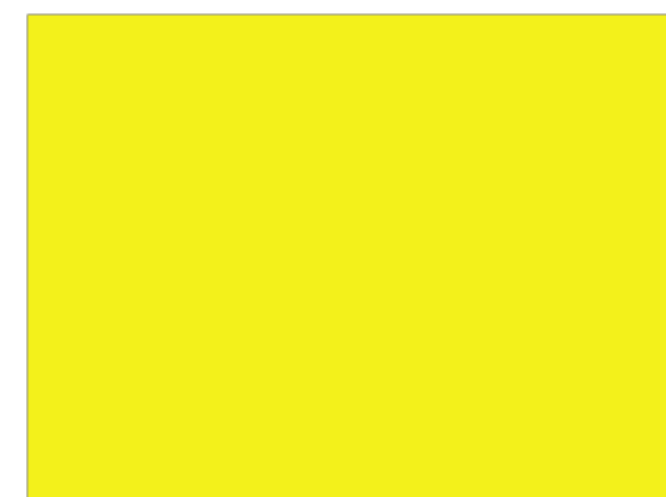
Yelp



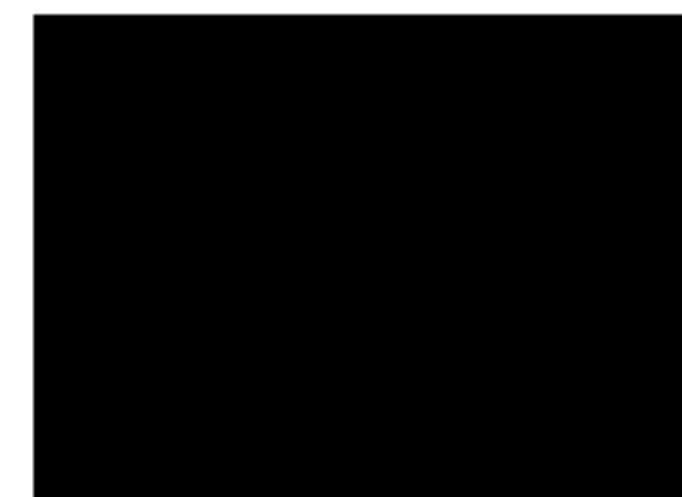
Waze



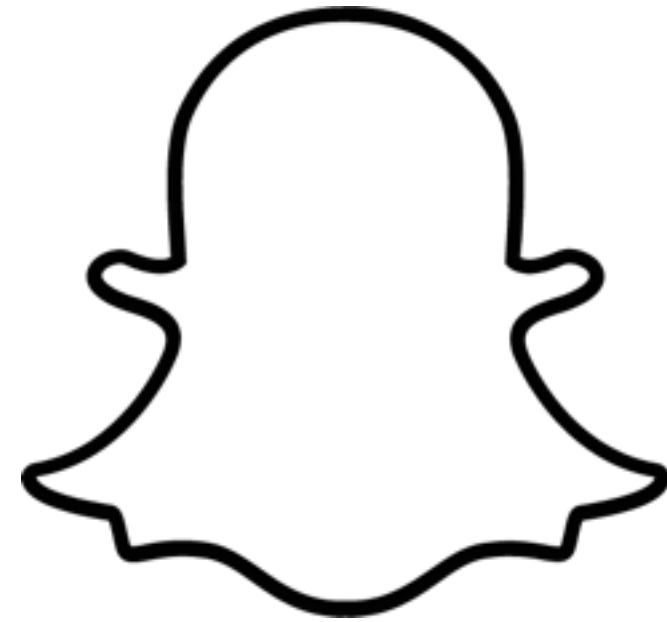
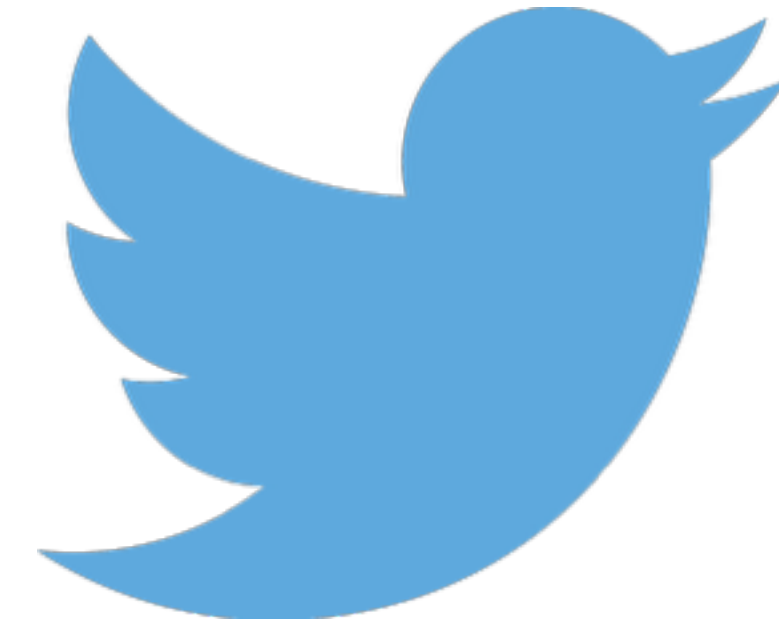
Lyft



SnapChat



Uber





MailChimp



HipMunk



Twitter



SnapChat



Mozilla



Android



Greetings

GREETINGS

Greetings

Greetings

Greetings

**Greetings**

Greetings

Apple

GREETINGS

Disney

Greetings

Instagram

Greetings

Google - Android

Greetings

Facebook

Greetings

FlipBoard

**defining your brand personality**



I'm a PC



I'm a Mac

carbonmade

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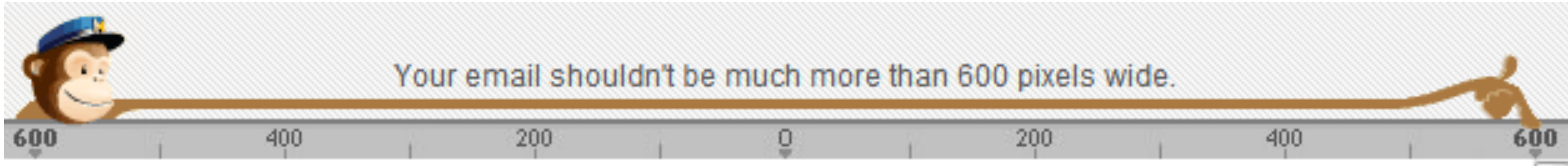
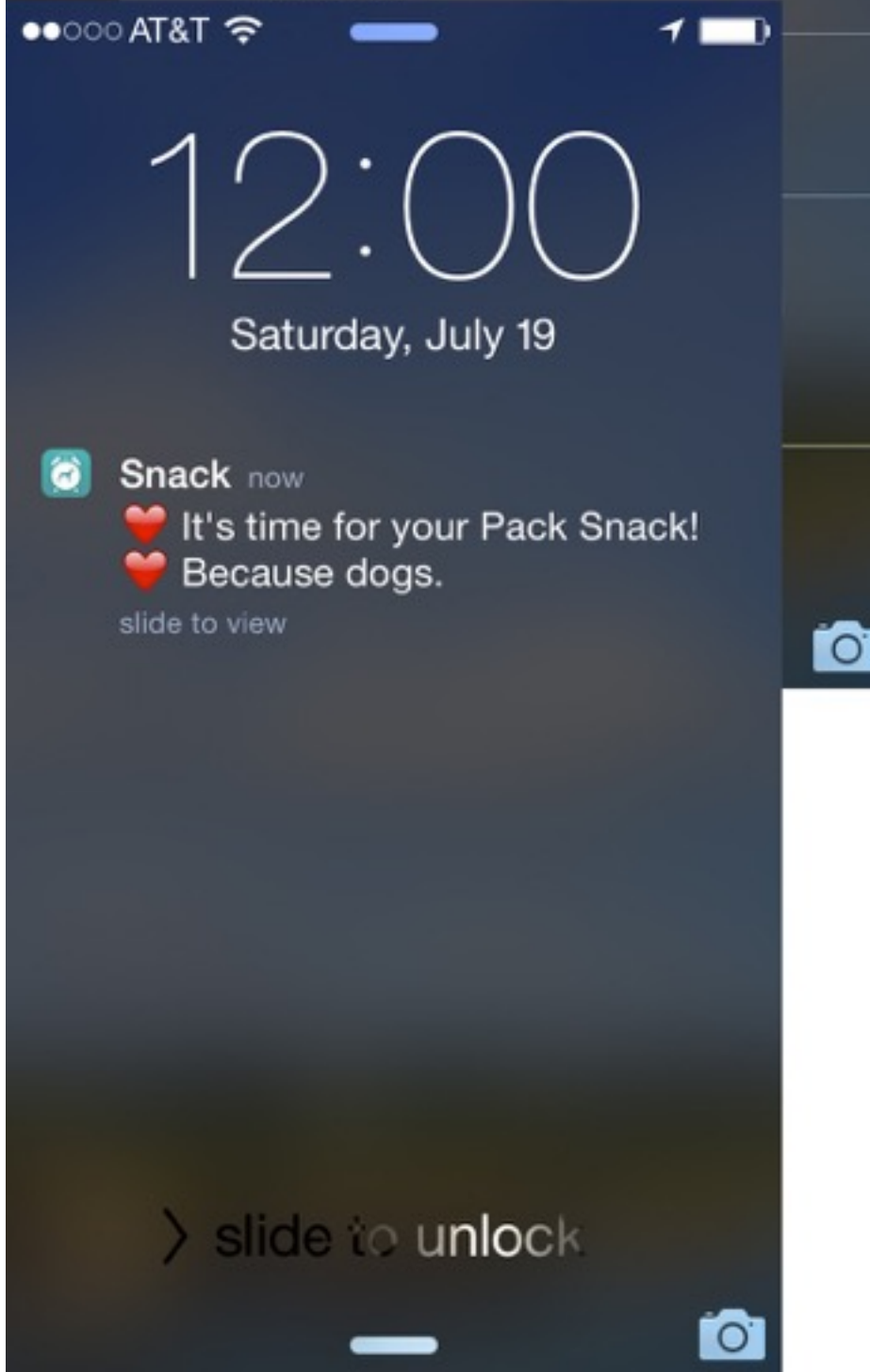
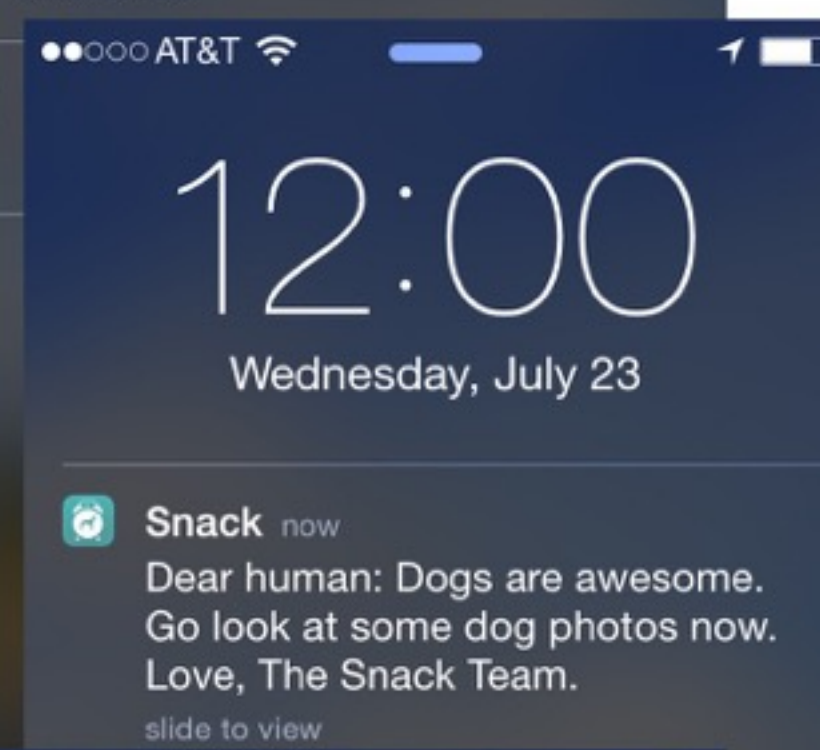
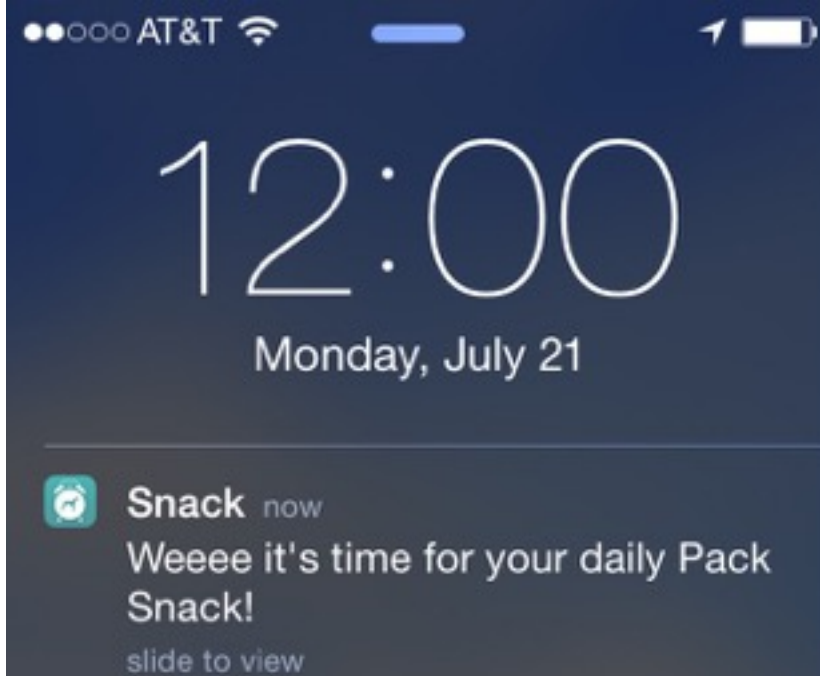
Roundtrip
  One-Way
  Multi-City
  Price Graph
 Search now to see flights from top airlines and travel sites.

VS.

VS.

### Flights

Include nearby
  Include nearby
 Show flexible dates ▾

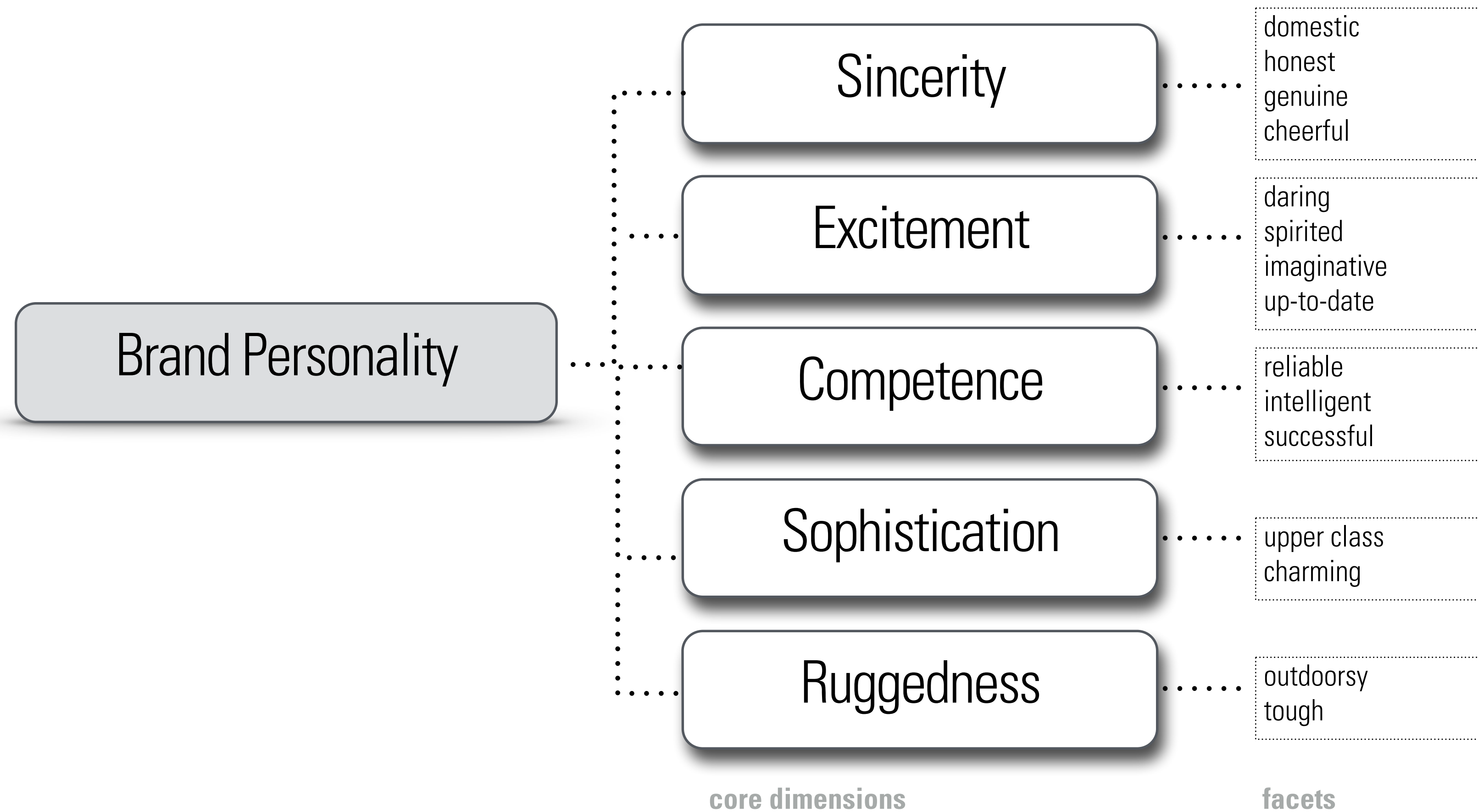


# brand personality drivers





# 5 dimensions of brand personality



# exercise

## brand personality

List 5-7 traits that best describe your brand along with a trait that you want to avoid. This will help those designing and writing for this design persona create a consistent personality while avoiding the traits that would take your brand in the wrong direction.

For example:

FUN but not childish

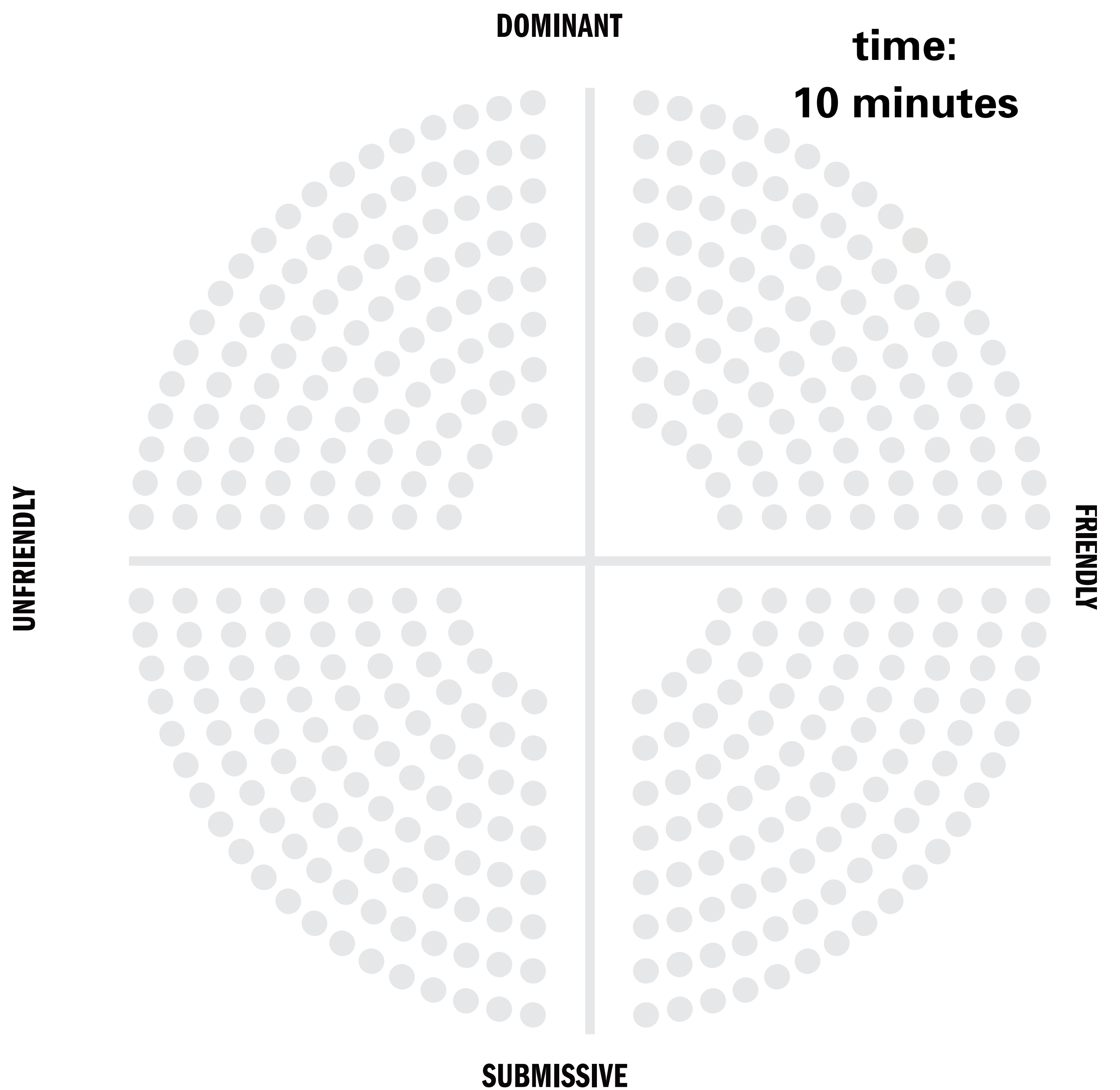
FUNNY but not goofy

POWERFUL but not complicated

HIP but not alienating

# exercise brand personality map

Plot your desired brand personality on the map.



# exercise

## brand personality



If your brand could talk, how would they speak?

What sorts of things would they say?

Would they speak with a folksy vernacular or a refined, erudite clip?

Describe the specific aspects of your brand's voice, and how it might change in various communication situations.

People change their language and tone to fit the situation, and so should the voice of your brand.

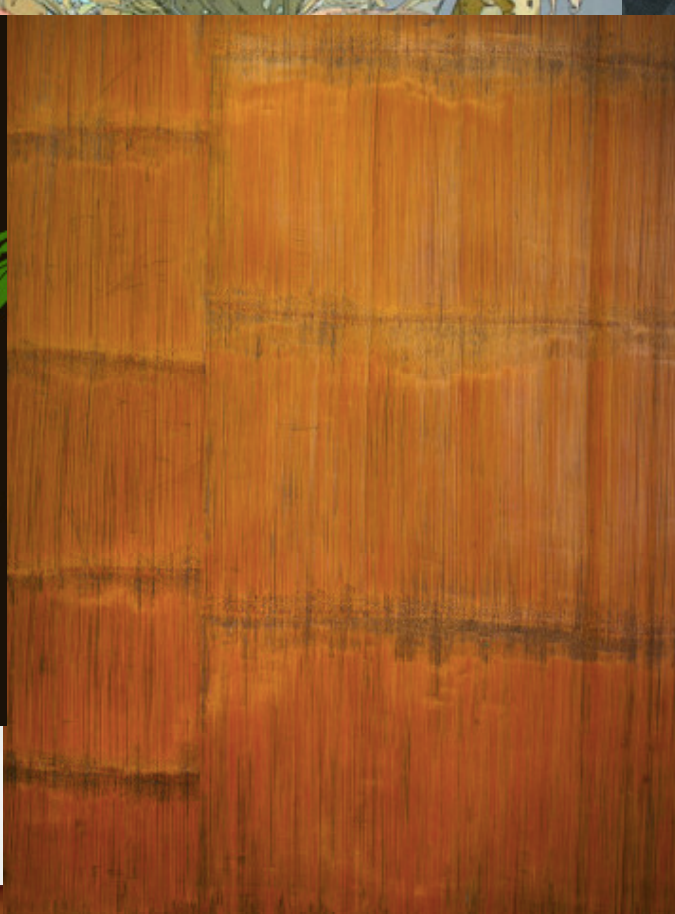
Think about what your brand's tastes might be like or what kind of city they might be. Who would they hang out with? Who would they avoid?

# BRAND PERSONALITY

NAME OF BRAND	DESCRIPTION OF BRAND		
YOUR BRAND HATES:	A PERFECT SATURDAY NIGHT FOR YOUR BRAND:	HOW WOULD YOUR BRAND SAY HELLO?	HOW WOULD YOUR BRAND APOLOGIZE?
YOUR BRAND LOVES:	WHAT OTHER BRANDS WOULD YOUR BRAND HANG OUT WITH?	HOW WOULD YOUR BRAND SAY YOU MADE A MISTAKE?	HOW WOULD YOUR BRAND EXPRESS EXCITEMENT?
THE CITY IS YOUR BRAND LIKE:		HOW WOULD YOUR BRAND EXPRESS GRATITUDE?	HOW WOULD YOUR BRAND ASK QUESTIONS?
YOUR BRAND'S FAVORITE MEAL/DRINK:	WHAT OTHER BRANDS WOULD YOUR BRAND <b>NOT</b> HANG OUT WITH?	HOW WOULD YOUR BRAND GREET SOMEONE NEW?	HOW WOULD YOUR BRAND GREET AN OLD FRIEND?

**mood boards**

**what are they?**



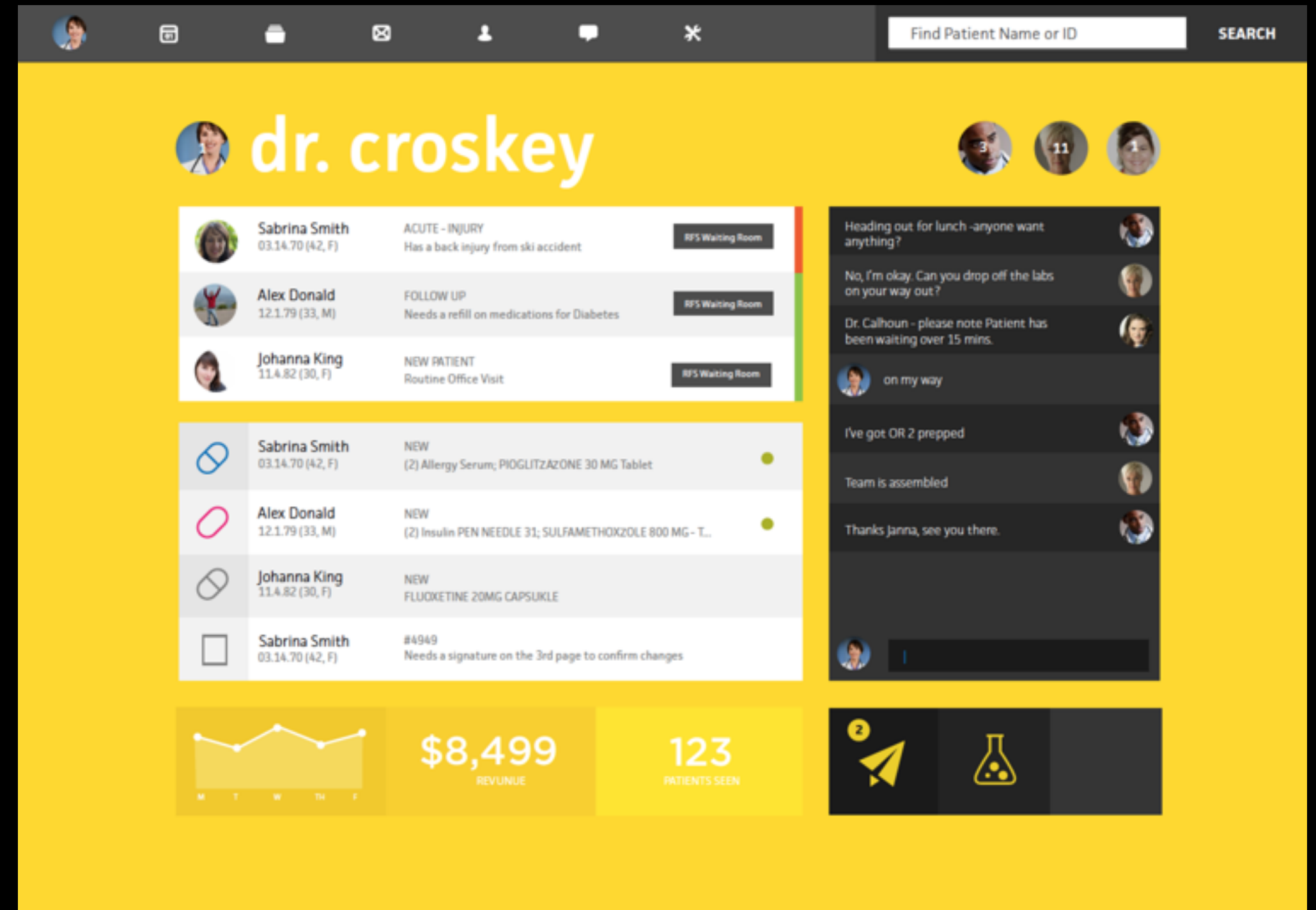
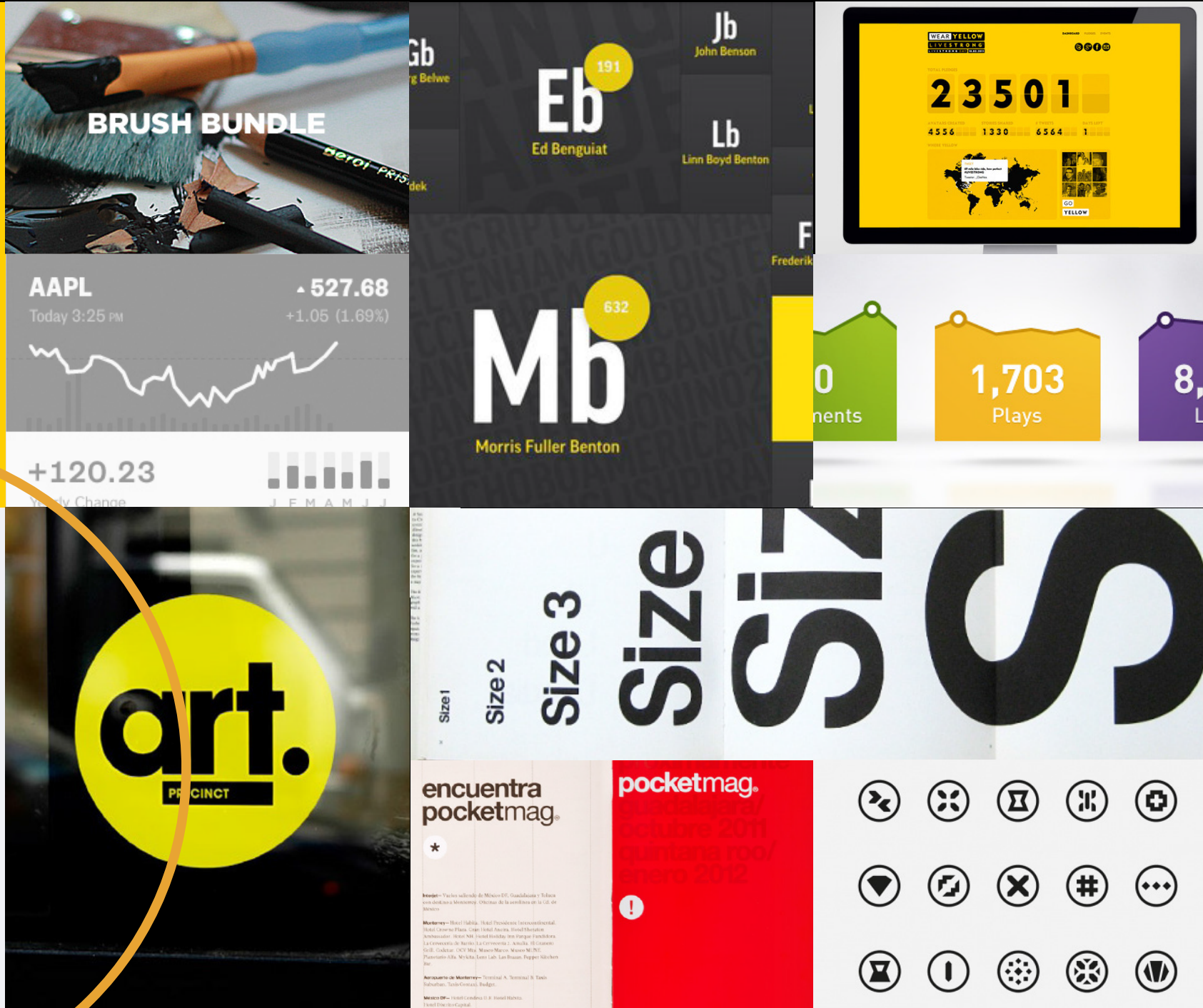


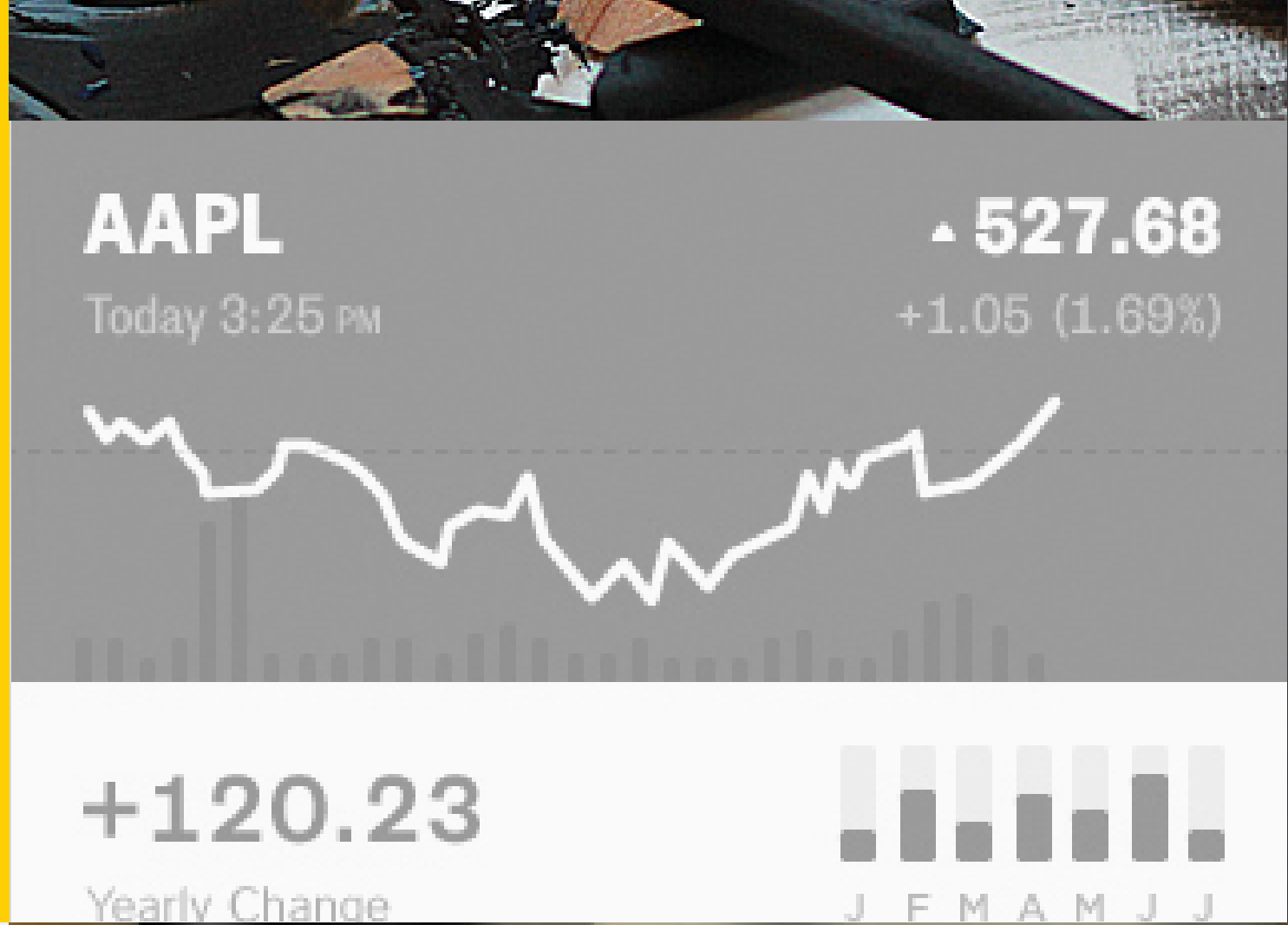




# BOLD DIRECT

visual language  
light, neutral backgrounds  
large colored backgrounds  
pops of punchy colors  
high contrast  
dramatic type heirachy  
some reversed type  
circular buttons and icons  
flush, borderless images  
flat colors and buttons





**Mb** 632

Morris Fuller Benton

ments

ments

**visual language**

- light, neutral backgrounds
- large colored backgrounds
- pops of punchy colors
- high contrast
- dramatic type heirarchy
- some reversed type
- circular buttons and icons
- flush, borderless images
- flat colors and buttons

**art.**

PRECINCT

Size 1

Size 2

Size 3

size

size

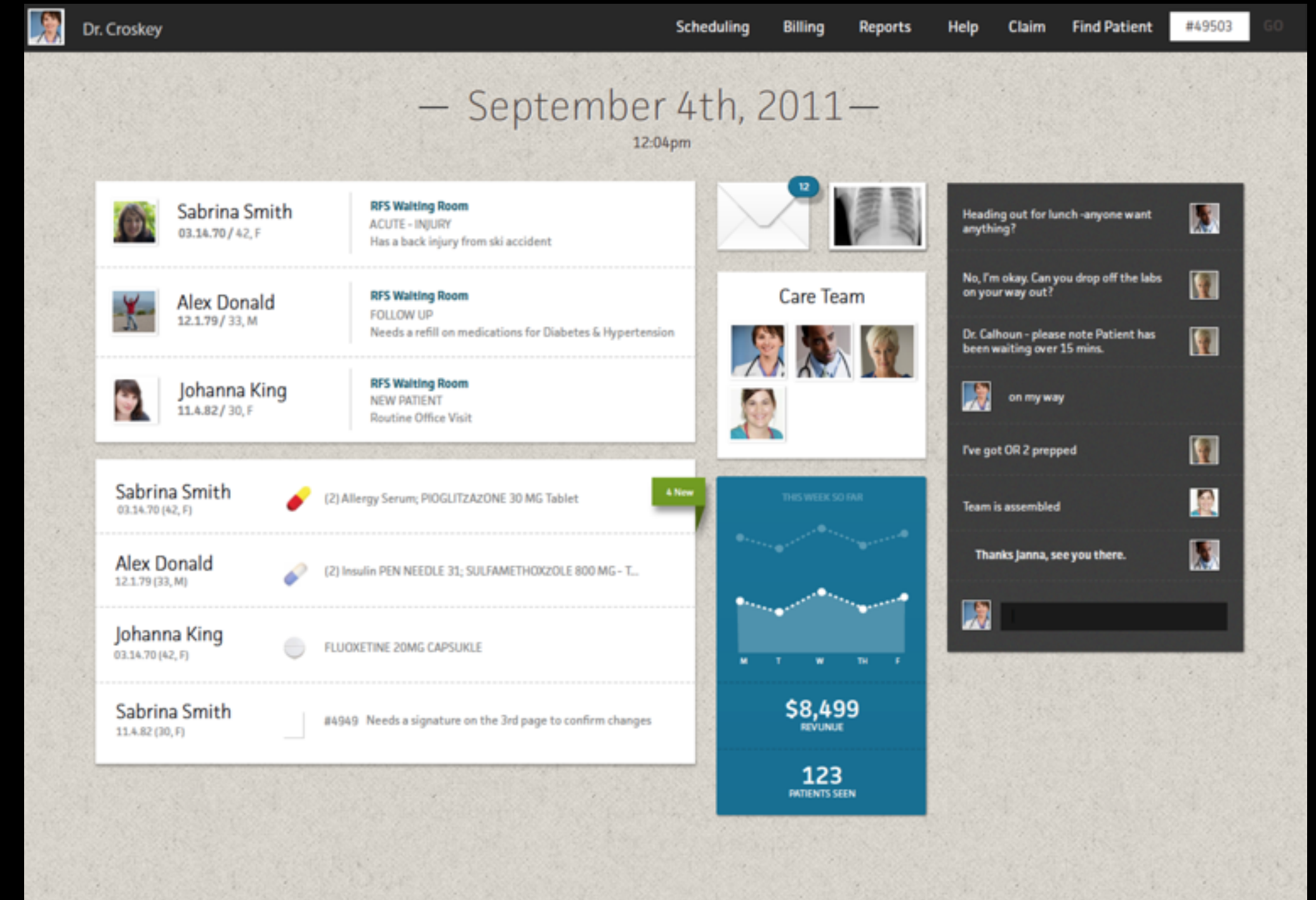
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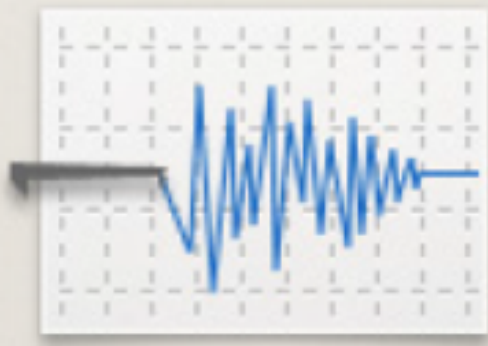
encuentra  
pocketmag.

pocketmag.

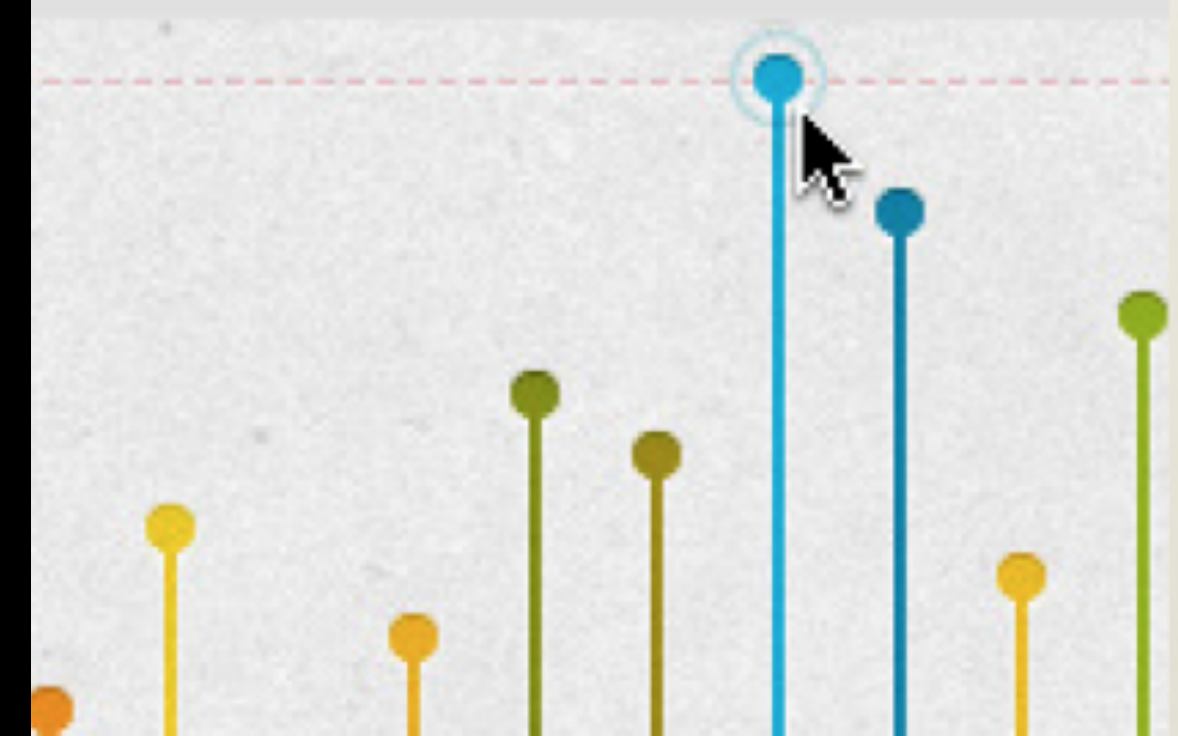
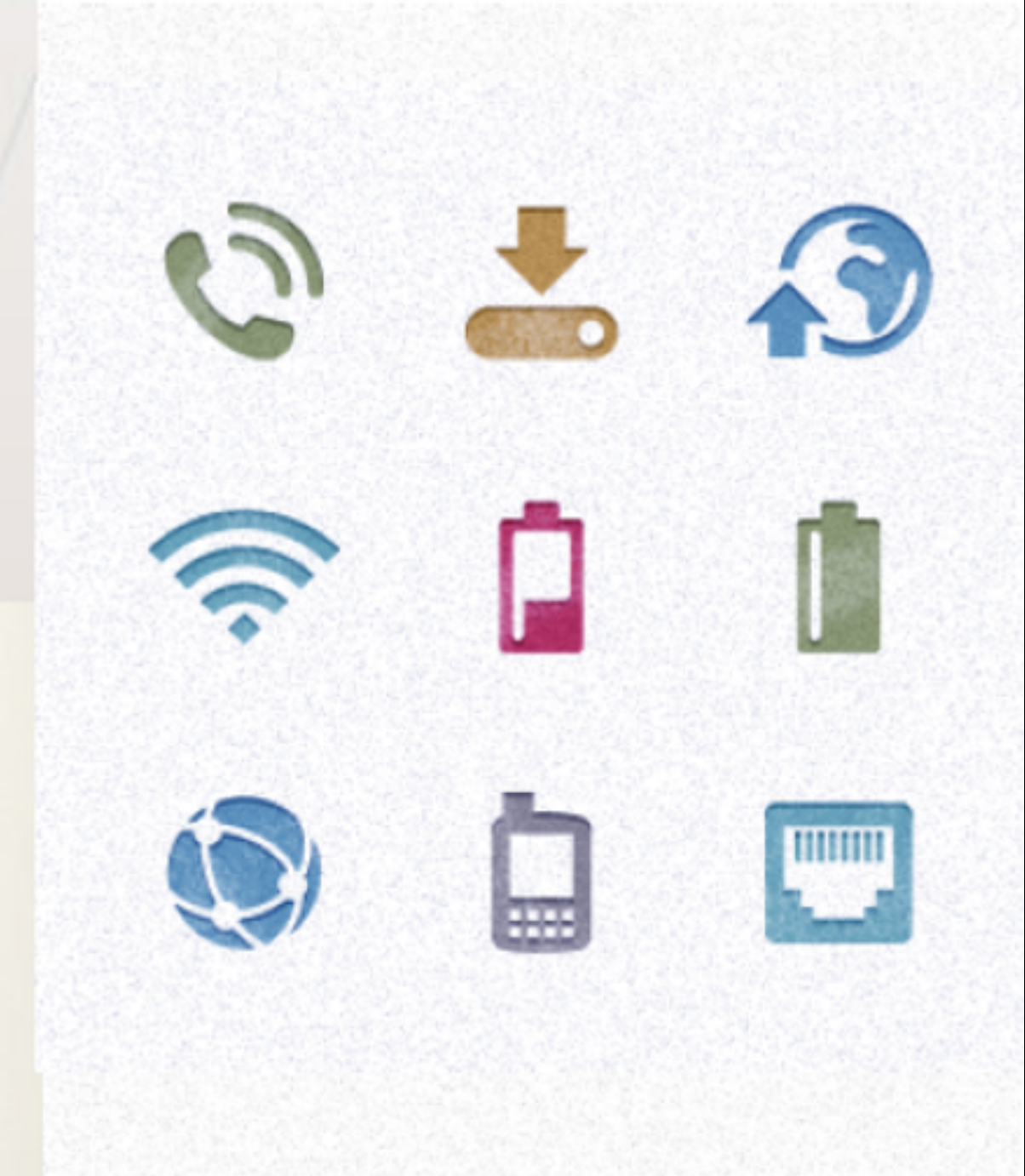
# Warm & Real

visual language  
neutral, warm background  
large color palette  
serif type elements  
curvilinear shapes for icons  
rounded corners  
handwritten elements  
grainy, papery textures  
dimensionality  
real representations

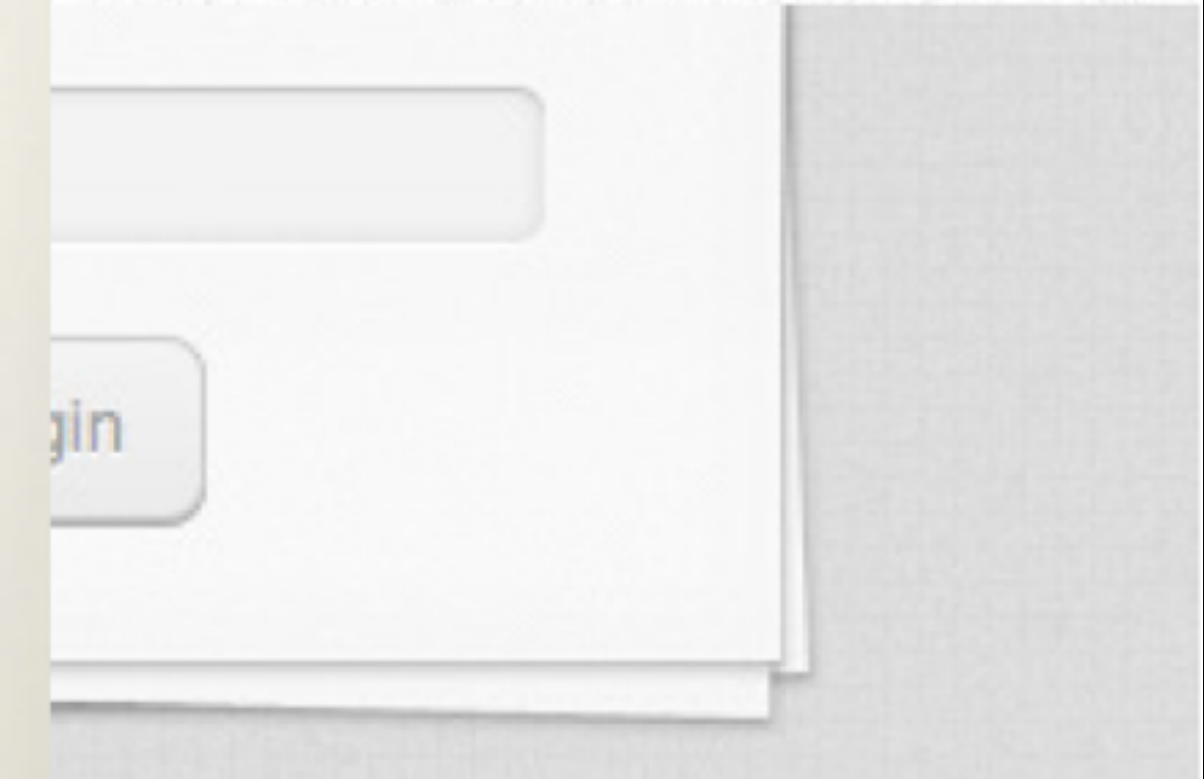




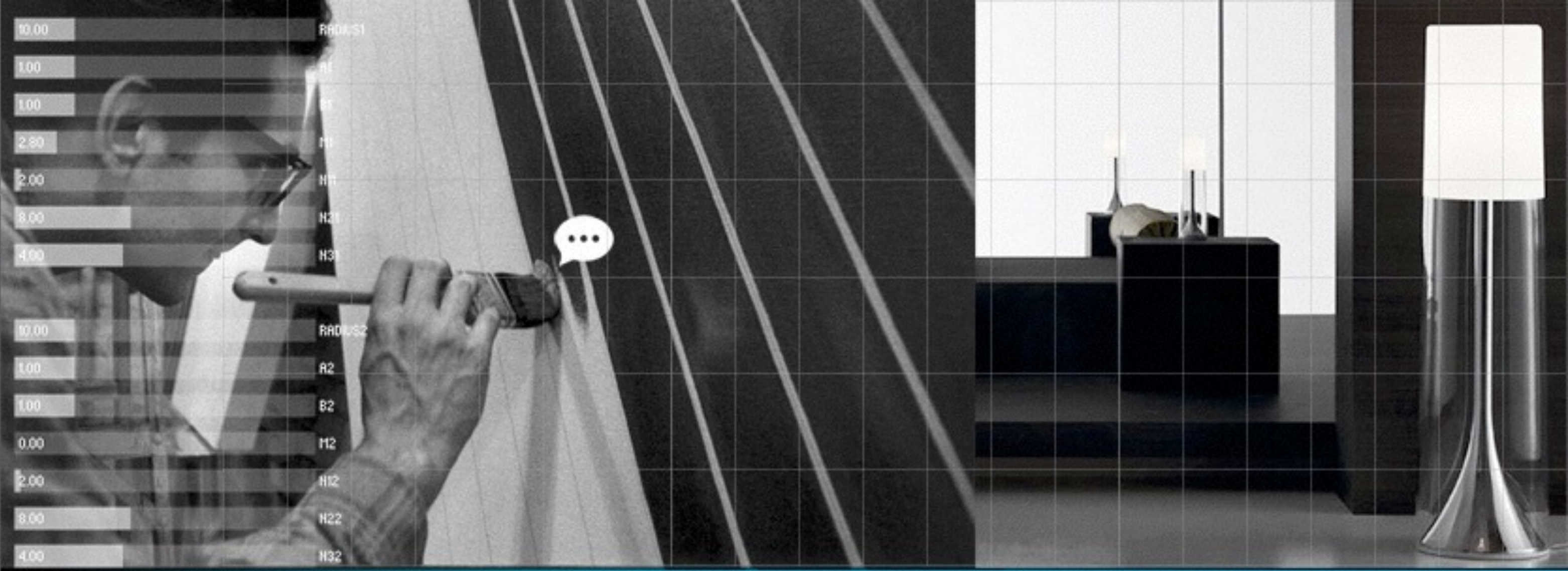
	3 feed three people \$6	5 feed five people \$10	10 feed ten people \$20
	30 feed thirty people \$60	40 feed forty people \$80	50 feed fifty people \$100



A DAY  
IN THE  
LIFE OF



- Music Settings
- Chat Settings
- Settings
- System Settings**
- Date and Time Settings
- Accessory Settings
- Display Settings
- Sound Settings
- Security Settings



- TV
- Laptop
- Mobile
- Gamepad
- Printer
- USB
- SD Card
- Wi-Fi
- Bluetooth

0.05 DETAIL

1.00 THETA

1.00 PHI

TRIS
  QUADS
  LINES
  LLOOP
  POINT

COLOR
  TILES
  WHITE
  ZEBRA
  CORAL

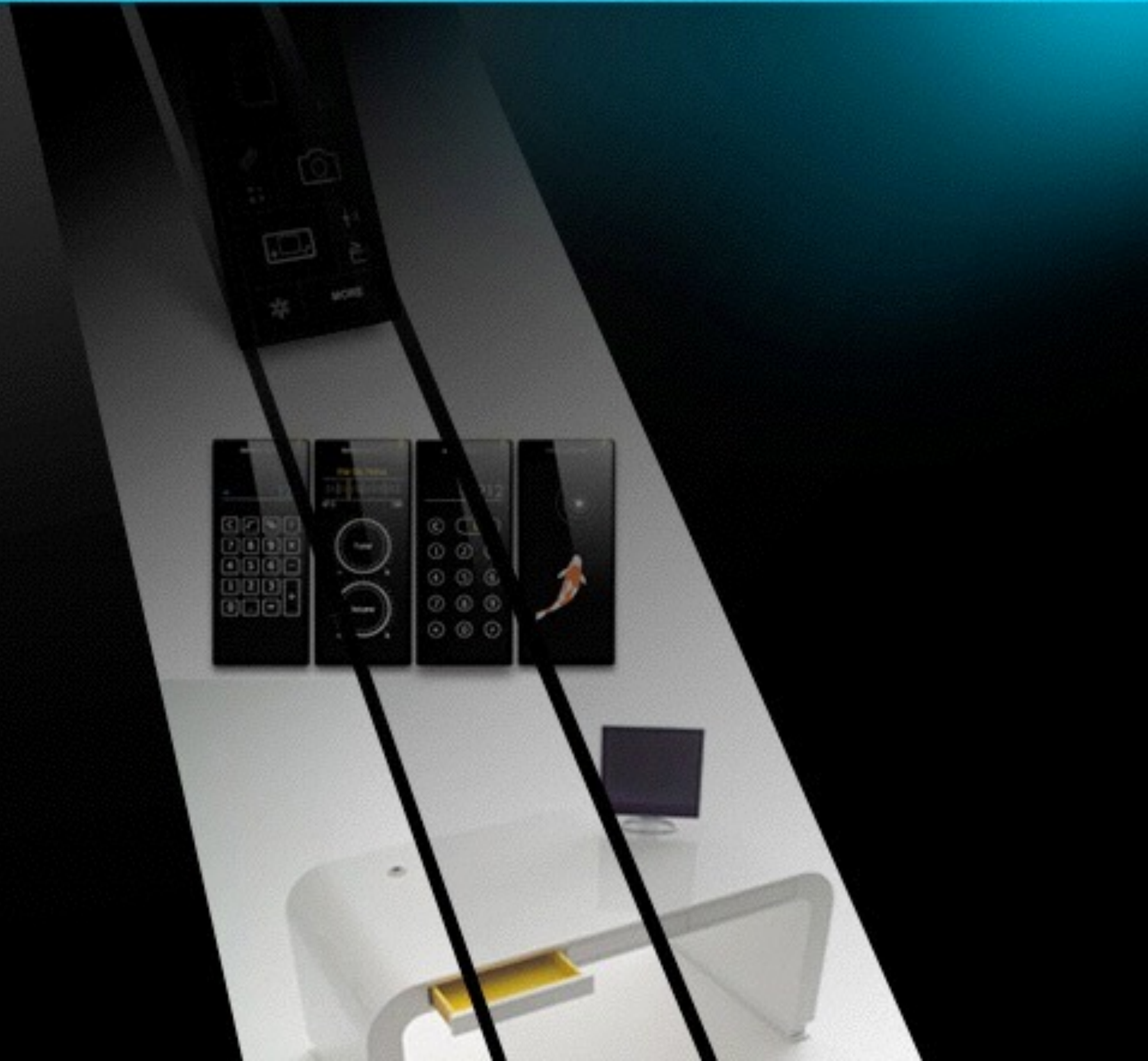
TRIP0
  TRIP1
  TRIP2

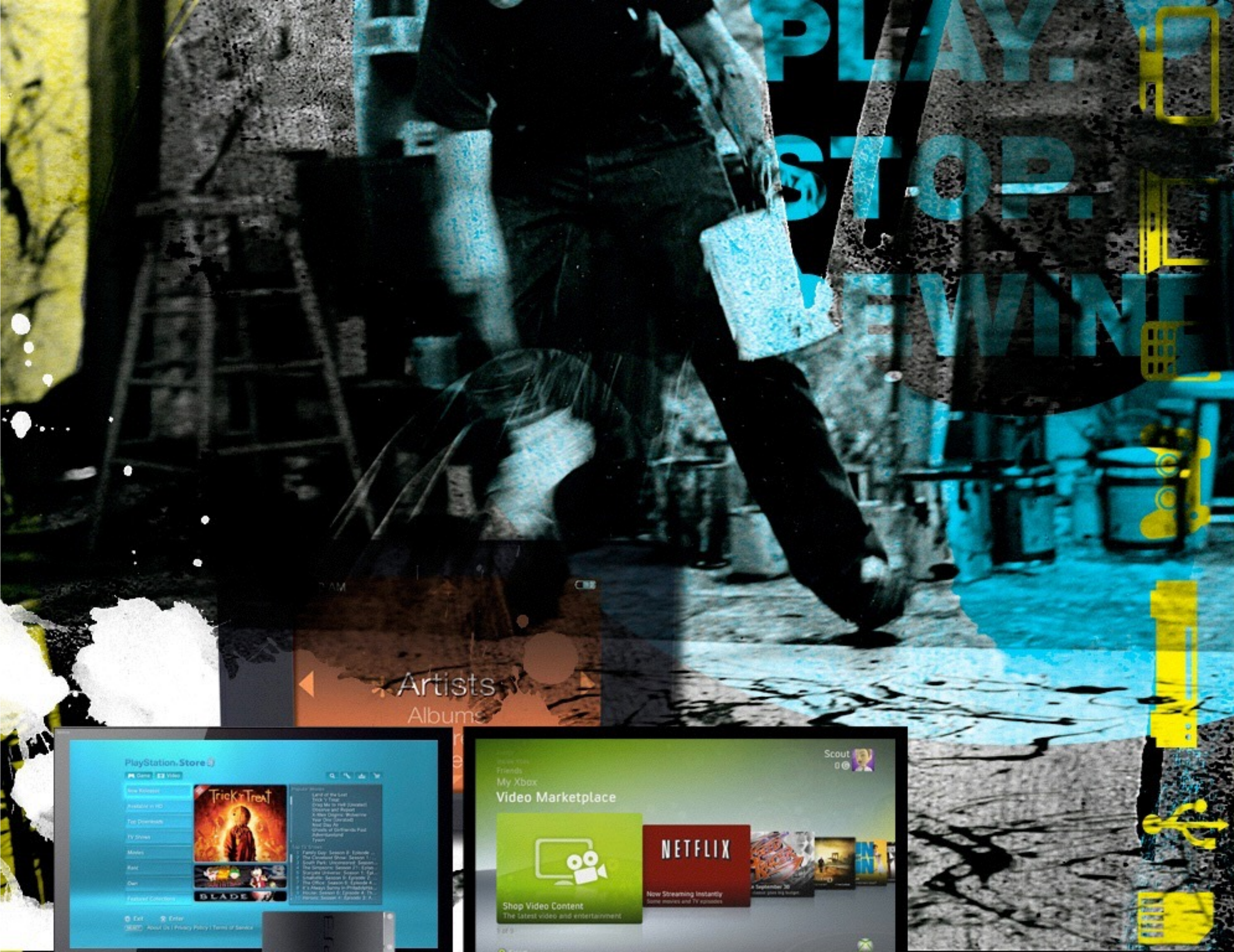
21.27 STRIPS

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Trick 'n' Treat

BLADE

Popular Movies

- Lord of the Rings: The Two Towers
- Trick 'n' Treat
- Crash Me to the Moon!
- Orange and Red
- A New Orleans Valentine
- Year One
- Real Day After Tomorrow
- Crash of Cardinals Part 1
- Adventures of Tintin

TV Shows

- Family Guy: Season 8 - Episode 1
- The Cleveland Show: Season 1
- South Park: Uncensored, Uncut & Unrated
- The Simpsons: Season 21 - Episode 1
- Bravely Default: Season 1 - Episode 1
- Undeclared: Season 4 - Episode 1
- The Office: Season 5 - Episode 4
- It's Always Sunny in Philadelphia: Season 1 - Episode 4
- The Mentalist: Season 4 - Episode 3 - A

Scout

Friends

My Xbox

Video Marketplace

Shop Video Content

The latest video and entertainment

NETFLIX

Now Streaming Instantly

Some movies and TV episodes

8 September '08

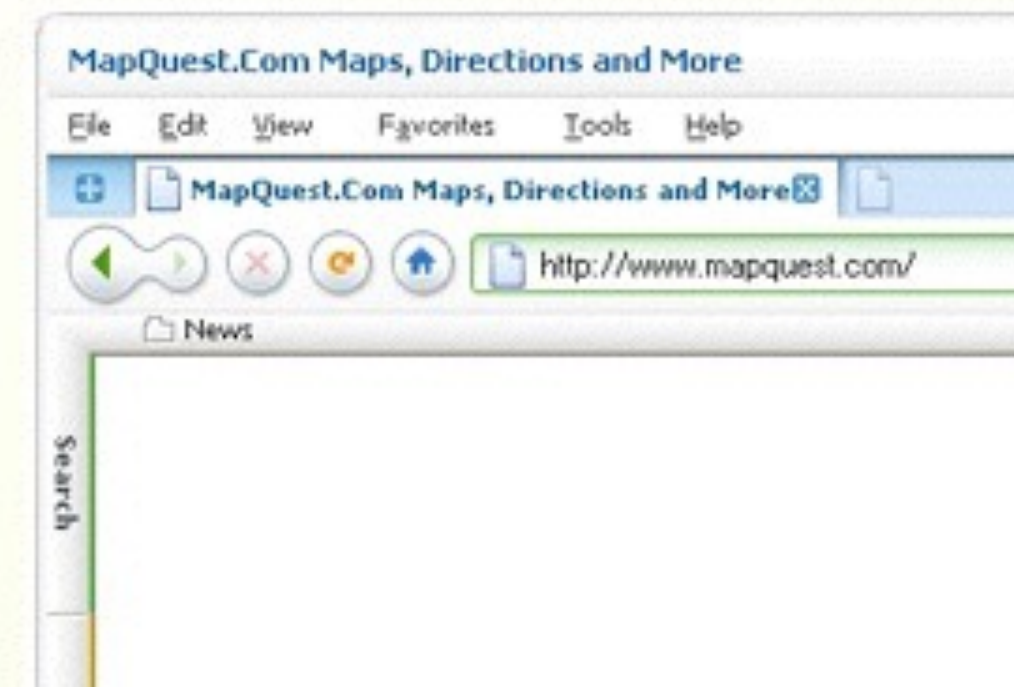
1 of 5





# HELLO

PLAY.STOP.REWIND.



# lets make moodboards

1. take 1 piece of paper as your base
2. using the magazines:
  - find images
  - find color swatches
  - find text samples
  - find words
  - that map to your idea of your company personality
3. paste the images onto the paper
4. you will finish the moodboard digitally, using this as a starter  
(so take photos along the way)

# homework

## brand personality

### **Moodboards**

1. Take photos of your moodboard started in class.
2. Finish your moodboard in Photoshop.

### **Competitive audit**

3. Looking at the competition for your product, what brand personality traits do they each have and how are they different than yours.
4. Plot the personality map for at least 2 of the competitors and jot down your interpretation of their personality based on the exercises done in class.

### **Refine Your Brand**

5. Using the brand personality started in class and the moodboard, create a color palette and select type faces that reflect that personality.  
Consider how the personality will be manifested.
6. Create a second palette and selection of type faces. How does this change the perception of the brand personality?

BE PREPARED to discuss next week