

Visual Interaction Design

Class 9: Brand

Erin Malone

what is brand & why should I care?

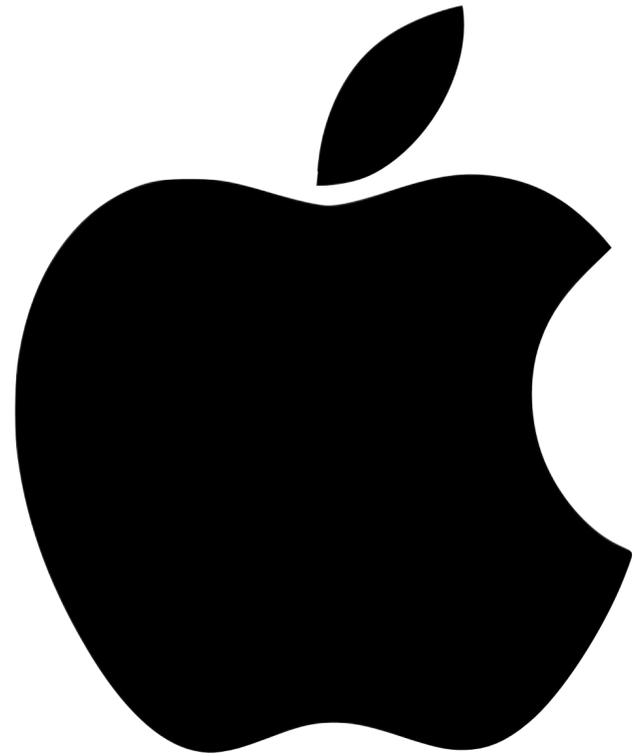


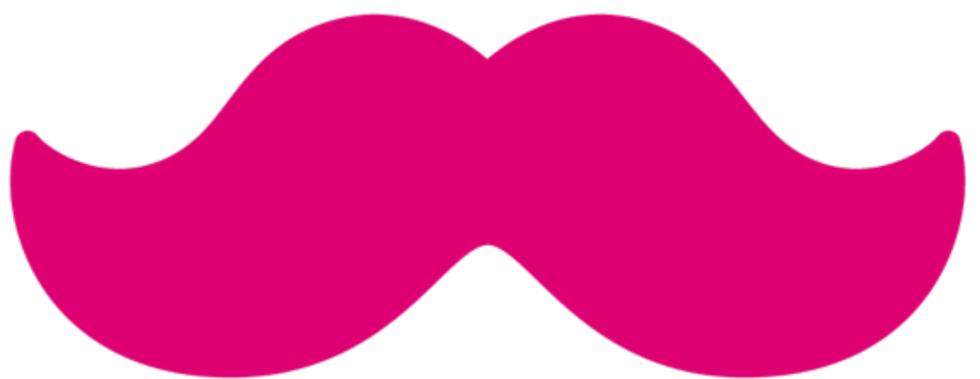
**what attributes do you associate
with these brands**

and why does it matter to interaction design?

M[®]

Disney





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 maps¹

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.



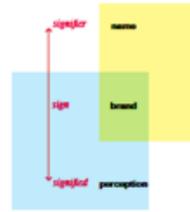
through observation and analysis, user experiences can form the basis for improving products and may even shape the stewards' goals and values

Measuring brand

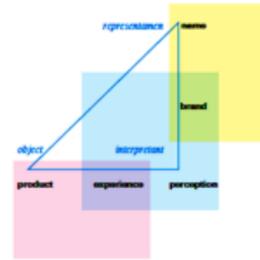
An important aspect of managing a brand is measuring it. The diagram contains a section on measuring brands. People who understand brand development often disagree on how to describe and measure it, and experts often use different terms. I propose three terms: position, reach, and reputation. These three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

Brands as signs²

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

graphic devices	logos logotypes crests monograms tags	typographic geometric representational	graphic devices may be deployed as static identity systems with fixed rules Target United Airlines
trade dress	package graphics	Tiffany's blue box Gateway's spotted box	kinetic identity systems ³ with rules allowing variation MTV MIT Media Lab
	package form	Coke's hour-glass bottle L'eggs shell carton	
	product form	iconic products such as Apple iMac Volkswagen Beetle	
	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	
spokesmen	celebrity endorsers	Bill Cosby for Jello	
	founders / managers	Martha Stewart for herself Dave Thomas for Wendy's Bill Gates for Microsoft	
	invented characters	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	
	mascols	the GOP elephant	
words	abbreviations	Coke for Coca-Cola GM for General Motors MSFT for Microsoft	
	slogans	FDR's "Happy days are here again"	
	jingles	Wrigley's "Double your pleasure, double your fun"	
	tag lines	Nike's "Just do it"	
sounds	anthems	The Star-Spangled Banner	
	auditory icons	Intel Inside TV ad signature AOL's "You've got mail" Dolby THX's "sonic boom" telephone dial tone	
	theme music	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

existing words	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
coined words	analogous arbitrary		Ampex, Compaq, Navistar Formica, Kodak, Xerox, Unix
abbreviations	contractions acronyms initials		Fiberglas, Intel, Mobil, Wal-Mart Alcoa, Nabisco, NYNEX, Texaco CBS, KFC, IBM
hybrids			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

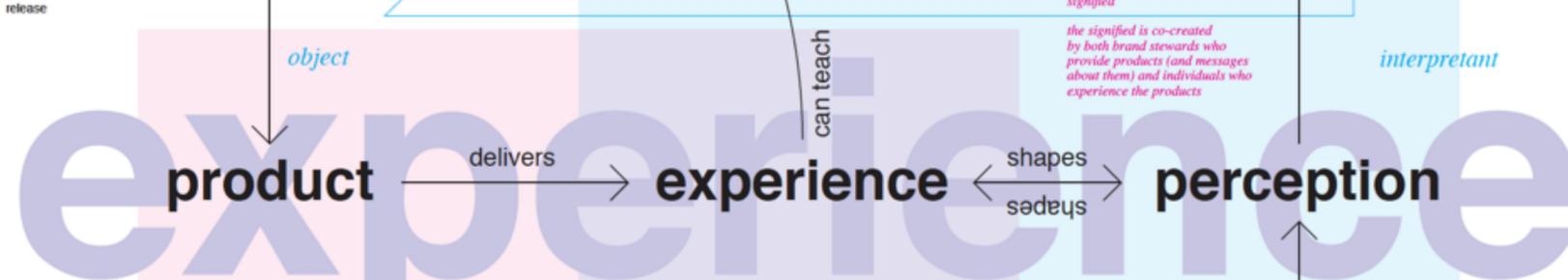
brand stewards hold the brand in trust, both for the financial owners and also for the emotional owners – those

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 Margaux Controlée 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

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

interpretant

individuals

Individuals compare their needs with their expectation of one or more brands in a category;

they decide which brand most closely matches their needs;

If there is a match, they may

purchase join adopt use display

If there's not a match, they may look for new options or modify their expectations

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

reach measures of a brand in terms of numbers of people affected
extent of recognition percent of people in a given geography
unaided recognition "name the brands you associate with rental cars," first and later mentions
aided recognition "have you ever heard of Hertz?"

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

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:

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name

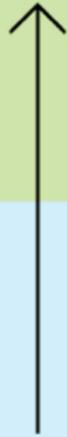
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perception

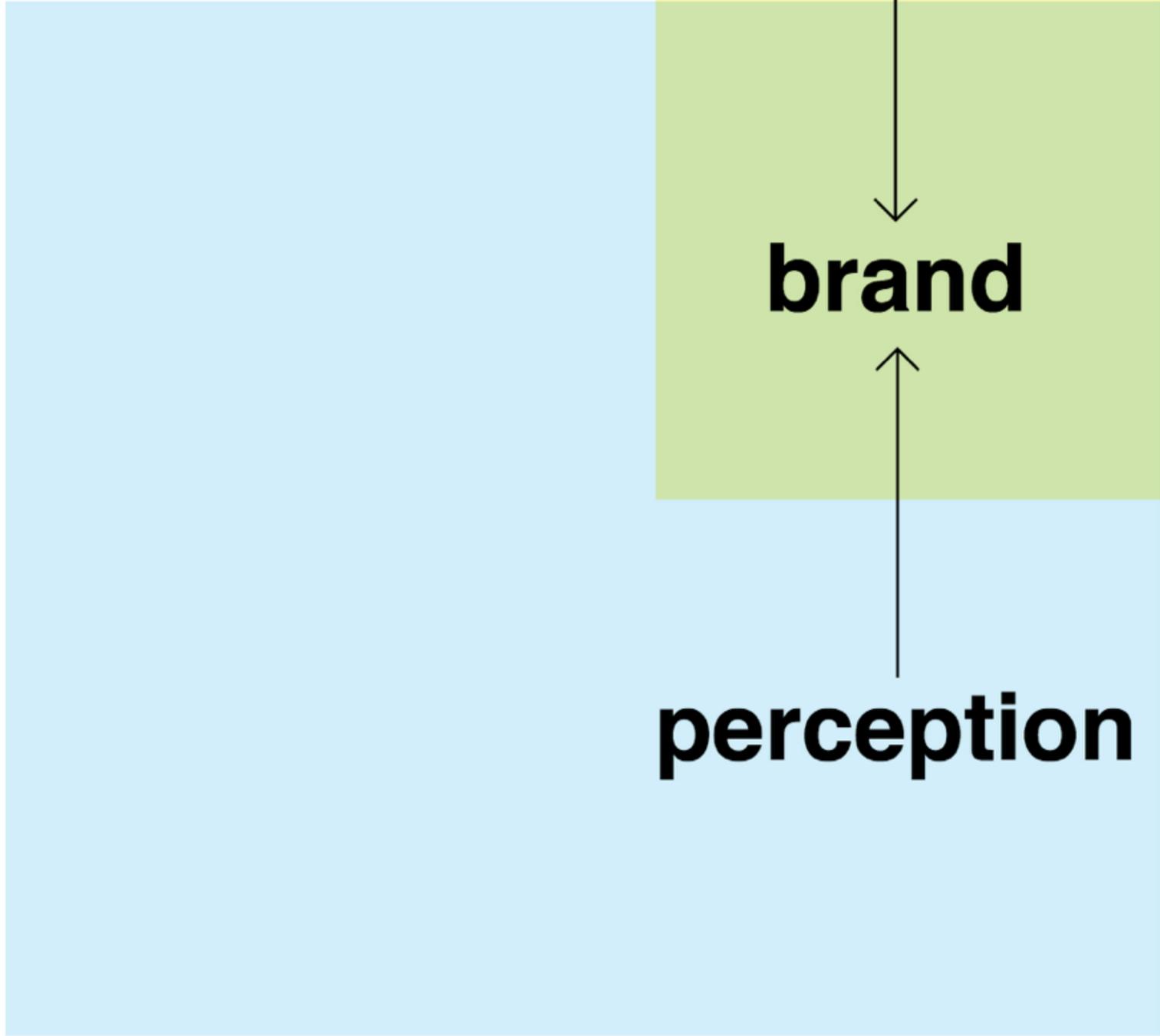
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brand



perception

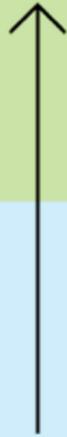


product

name

brand

perception



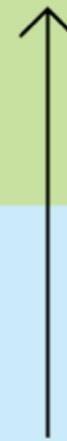
product

Creation
Price
Placement
Promotion

name



brand



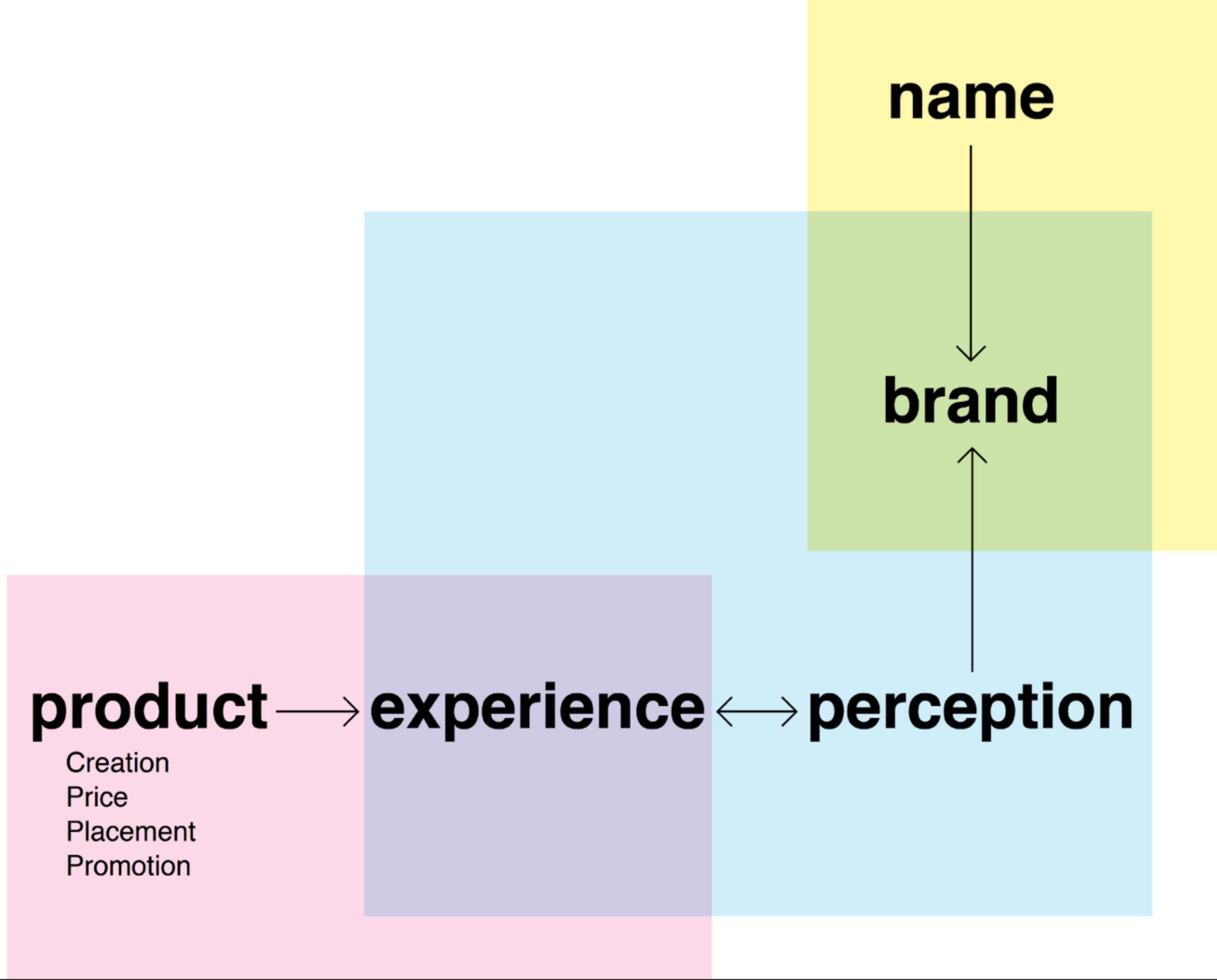
perception

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

Creation
Price
Placement
Promotion

name

brand



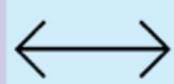
product

Creation
Price
Placement
Promotion



experience

Direct
Indirect

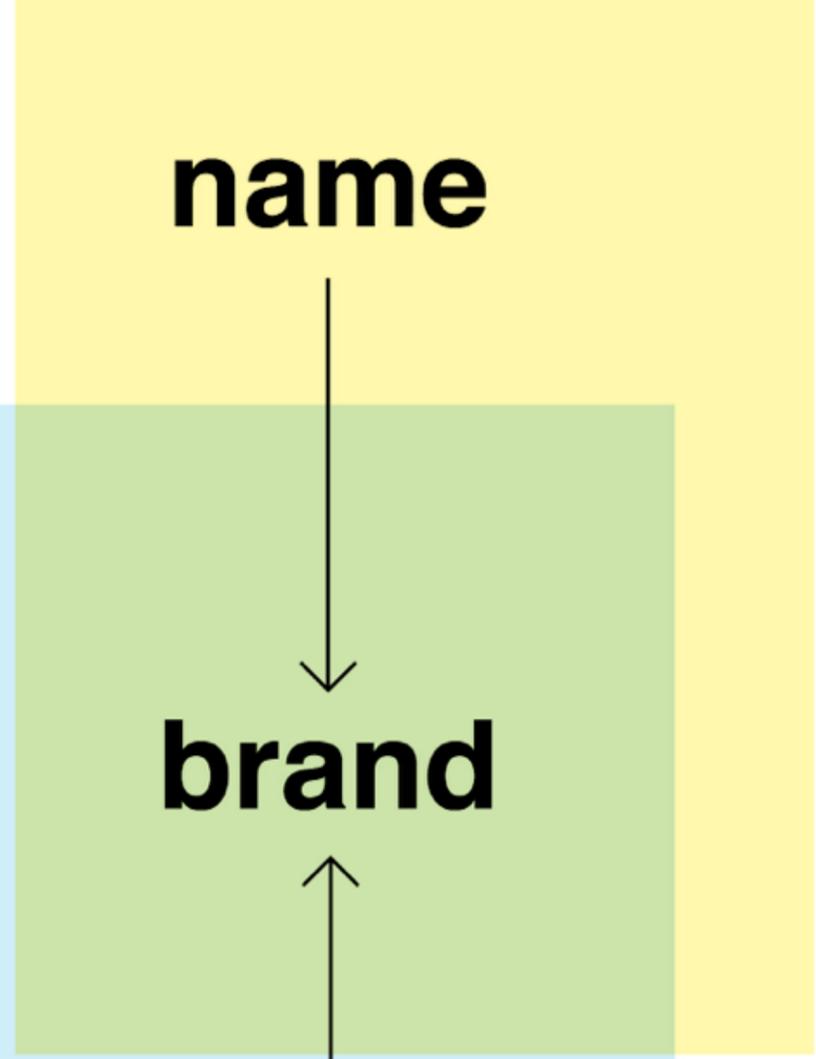
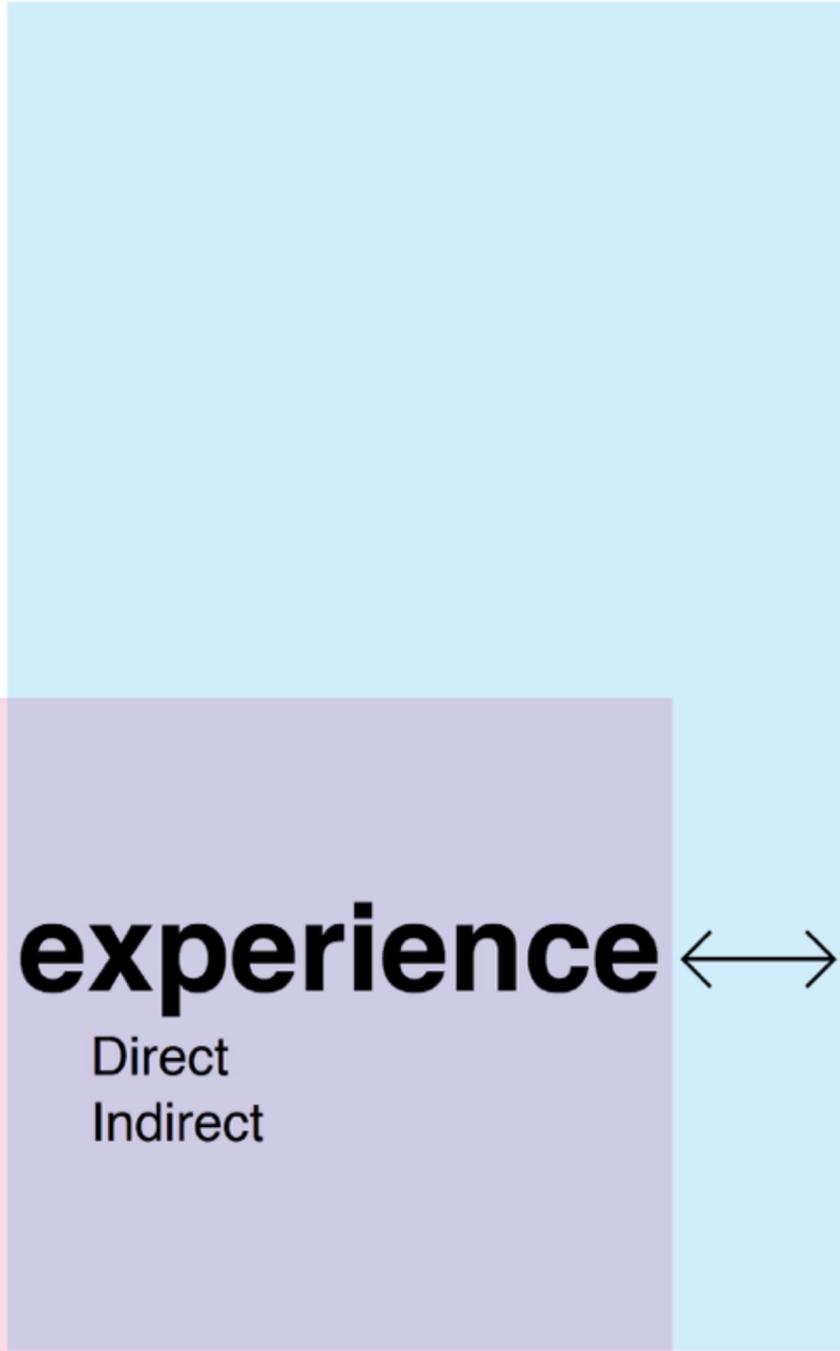
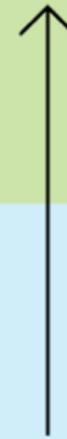


perception

name



brand



promise



product

Creation
Price
Placement
Promotion



experience

Direct
Indirect

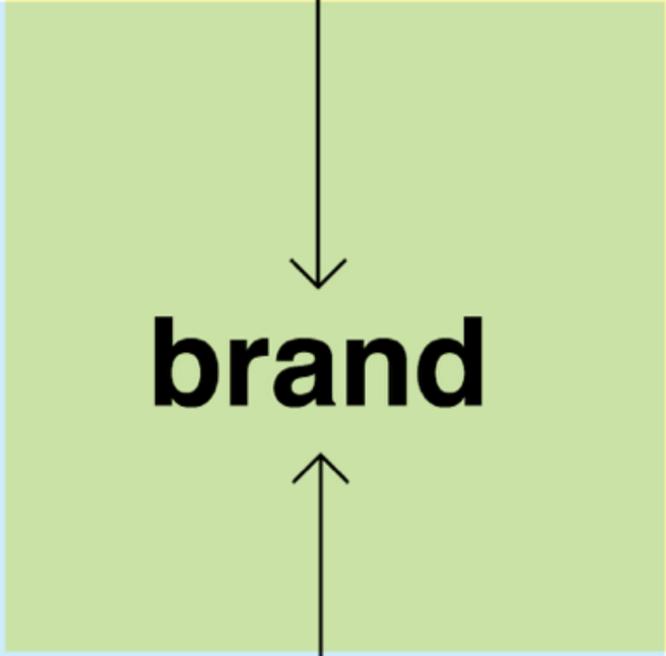
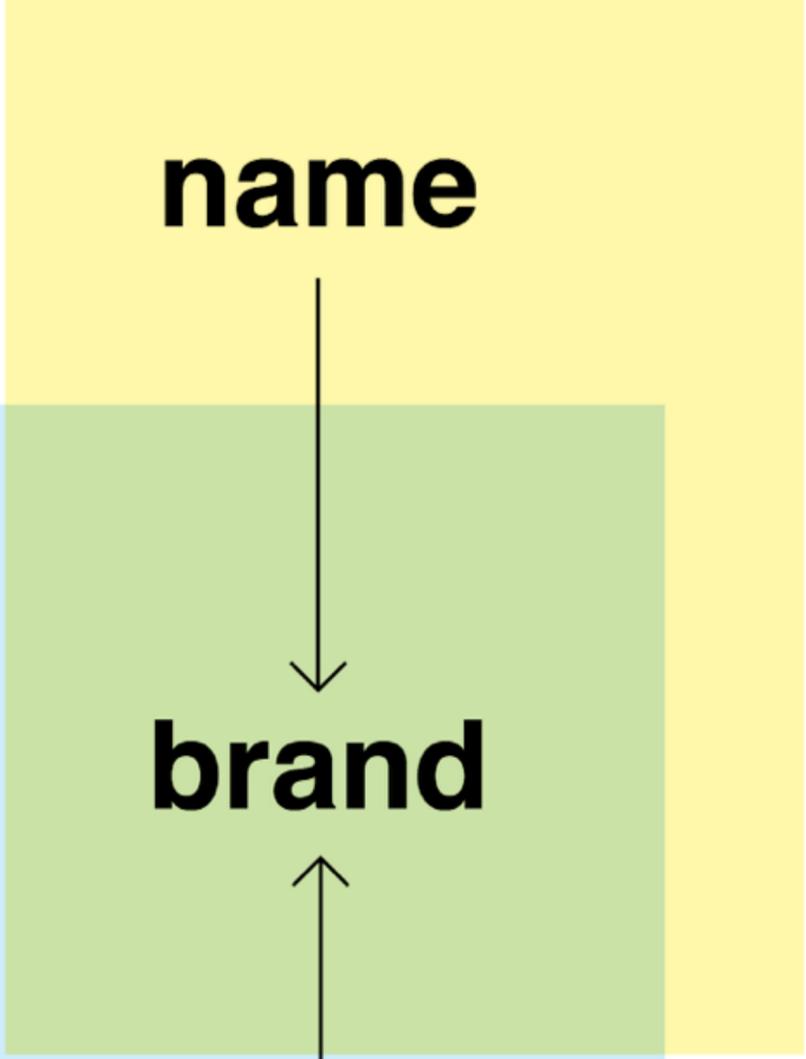
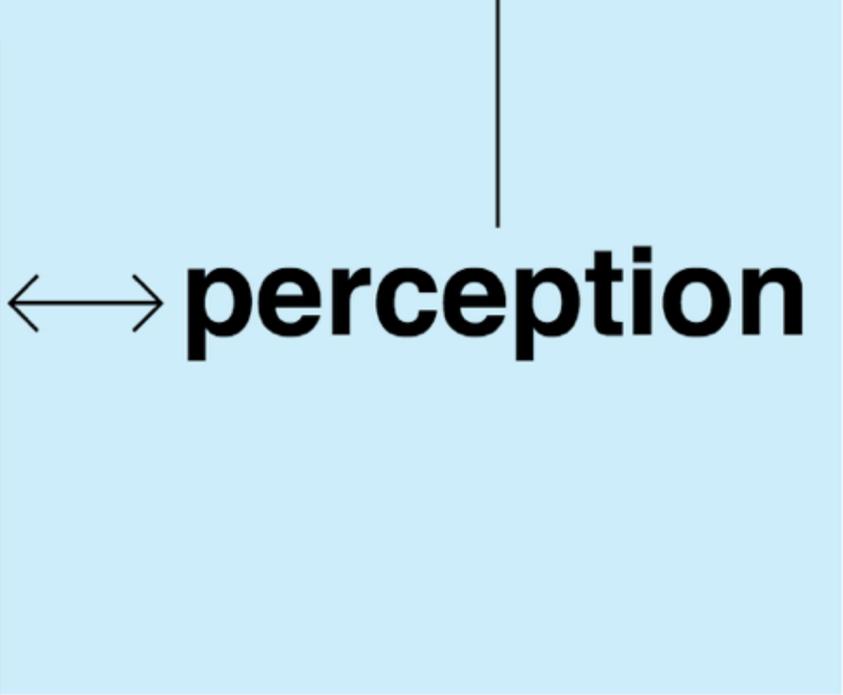
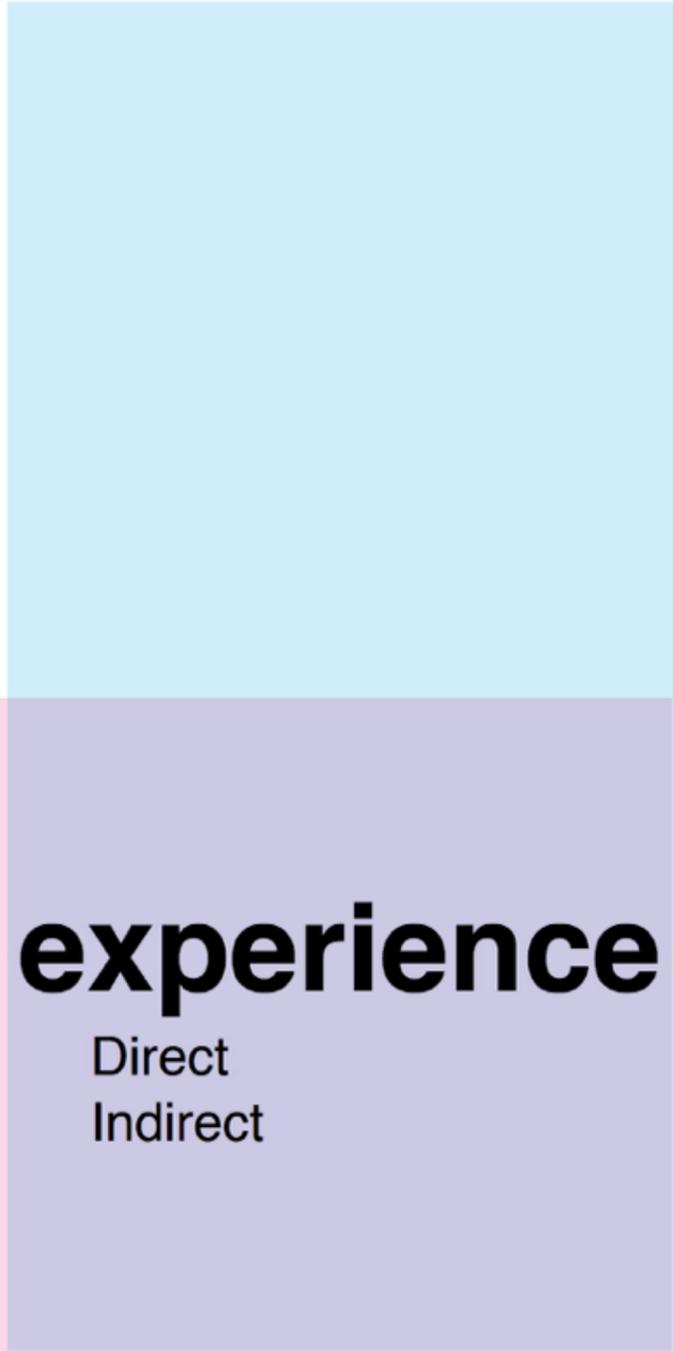
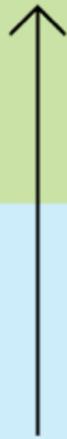


perception

name



brand



promise



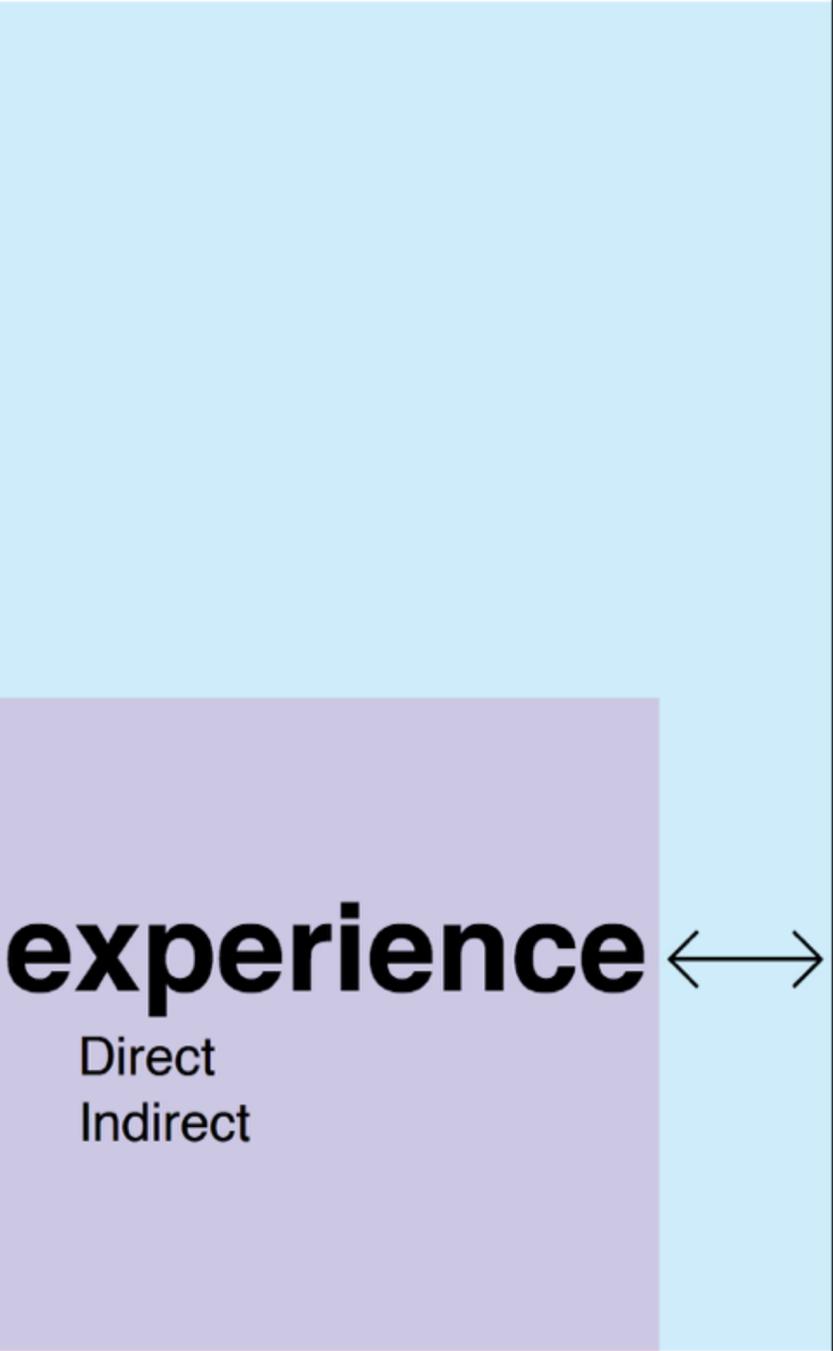
product

- Creation
- Price
- Placement
- Promotion



experience

- Direct
- Indirect



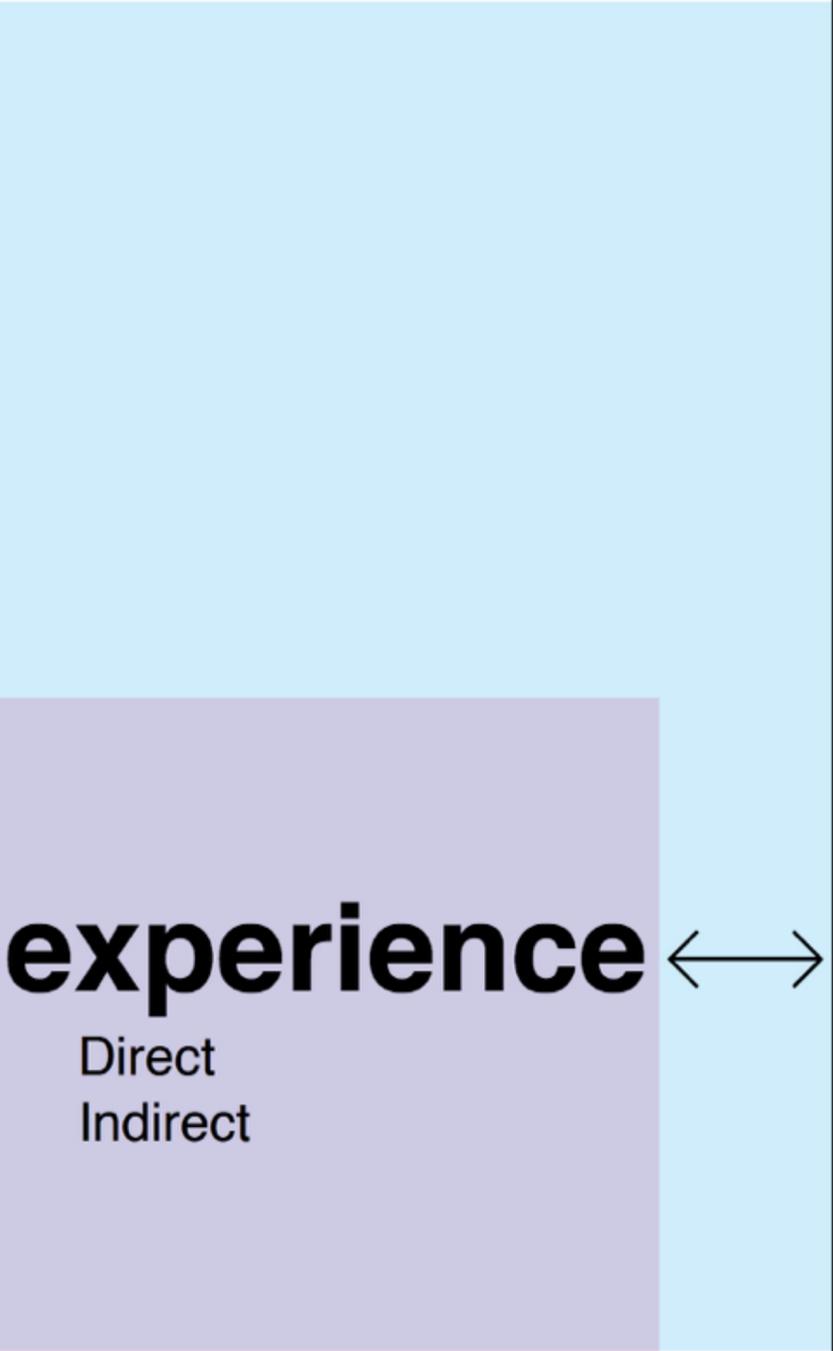
stewards → **promise**



product → **experience** ↔

Creation
Price
Placement
Promotion

Direct
Indirect

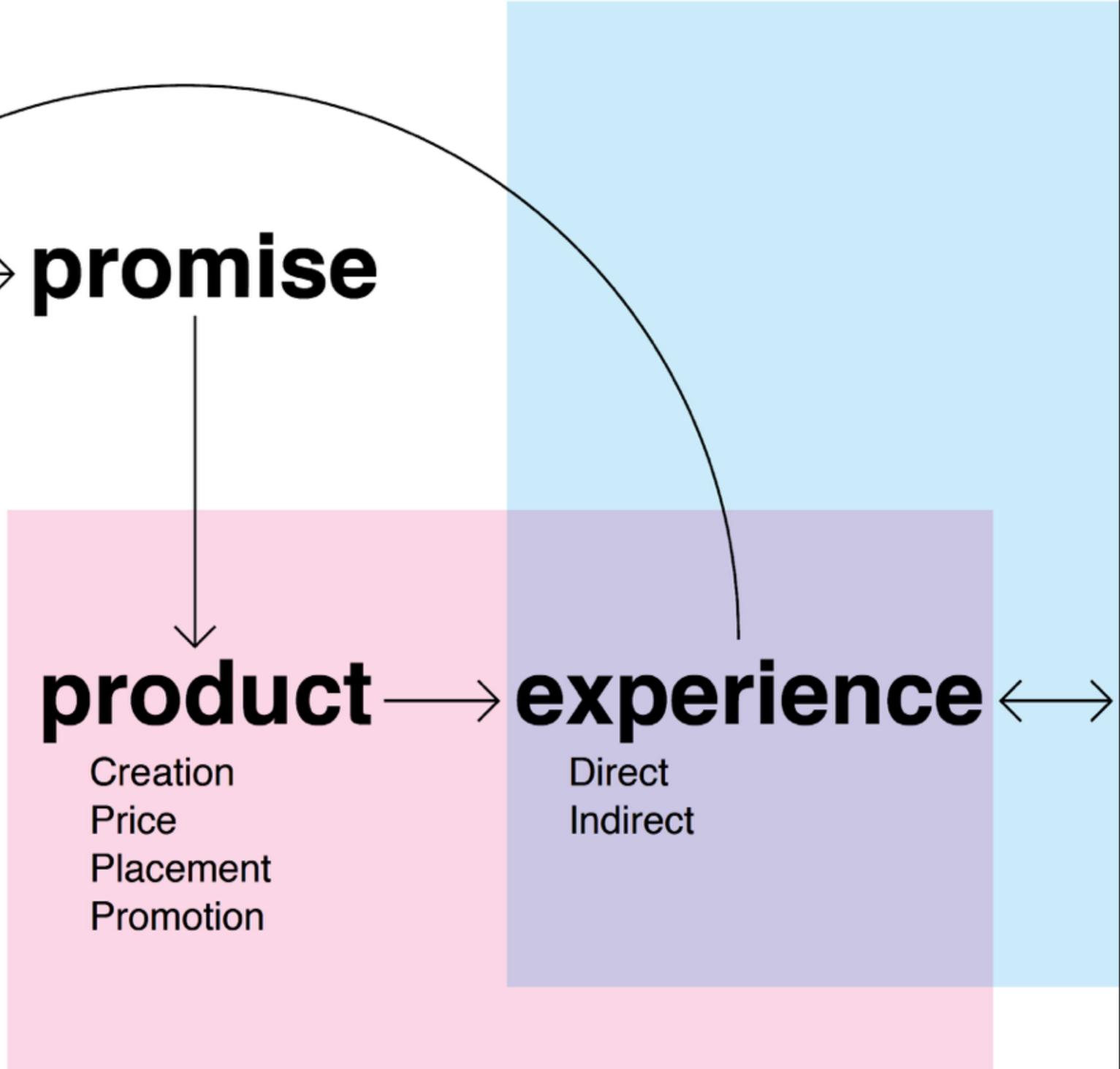
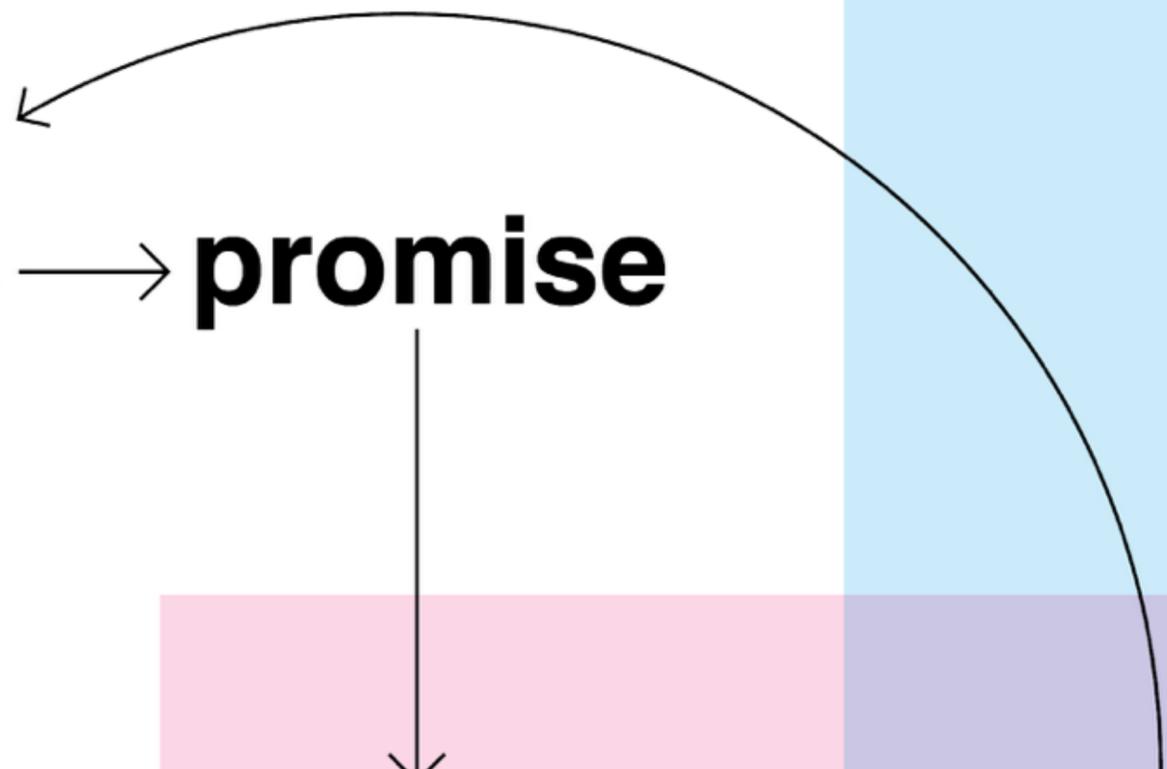


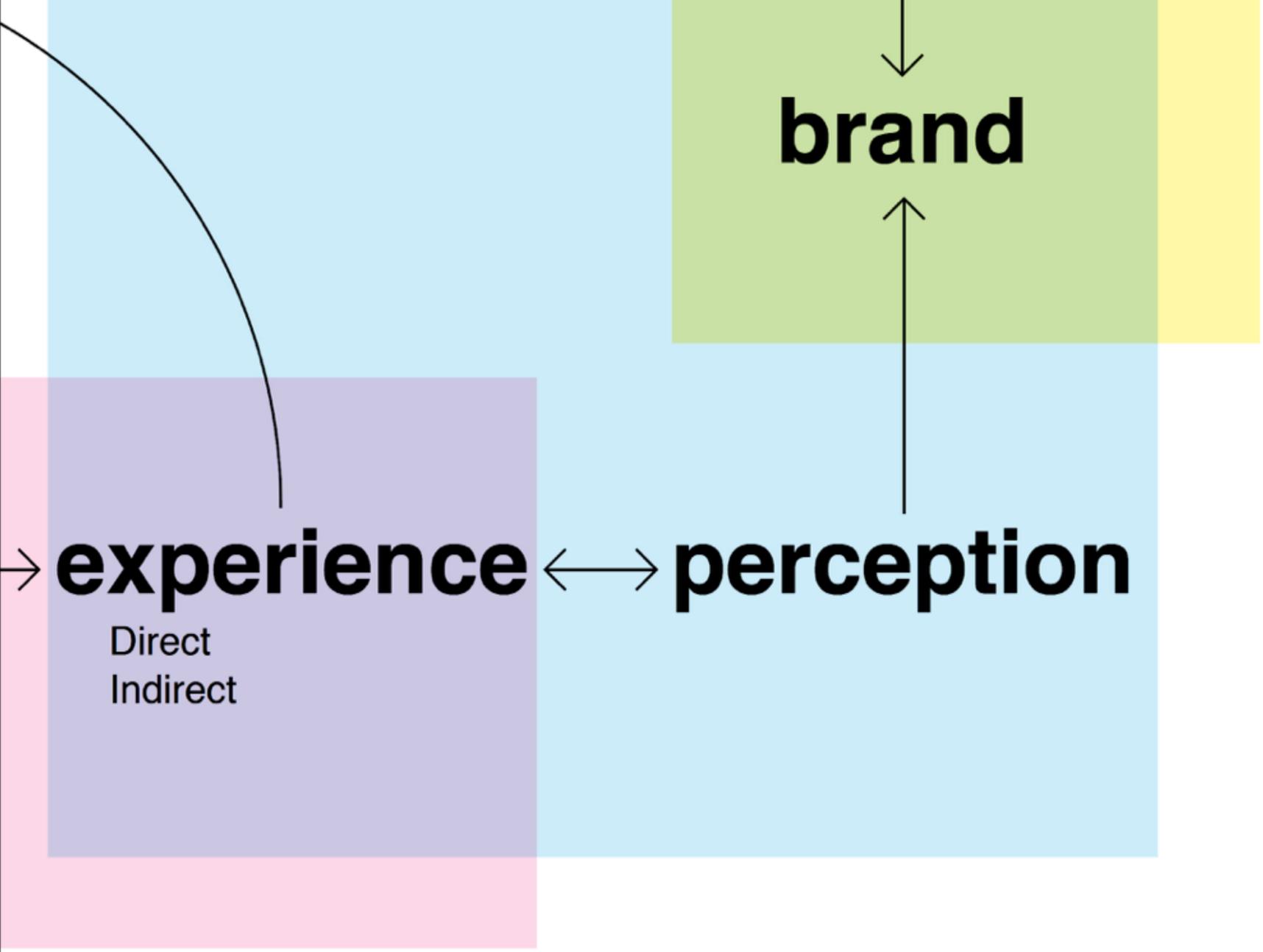
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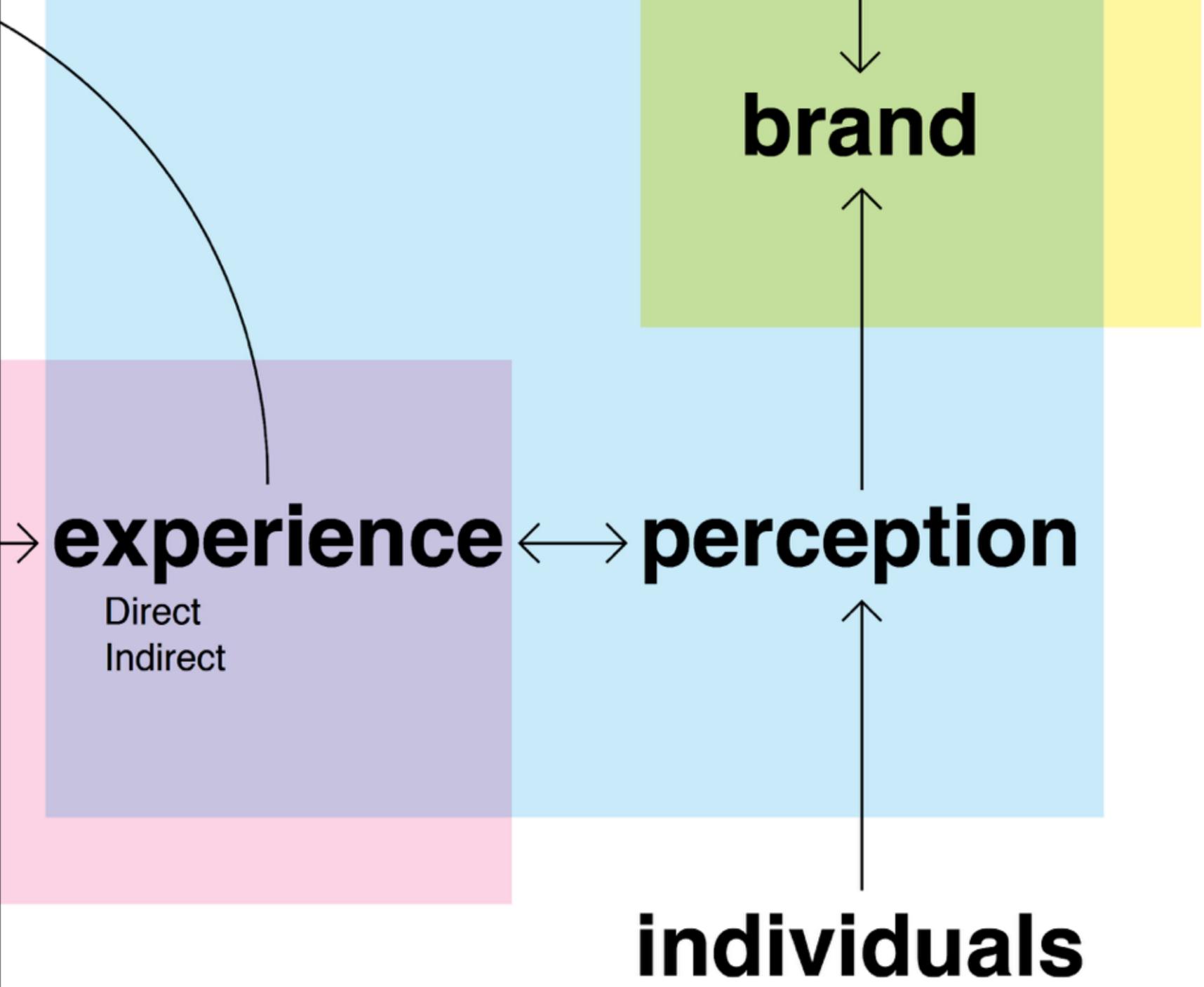
product → **experience** ↔

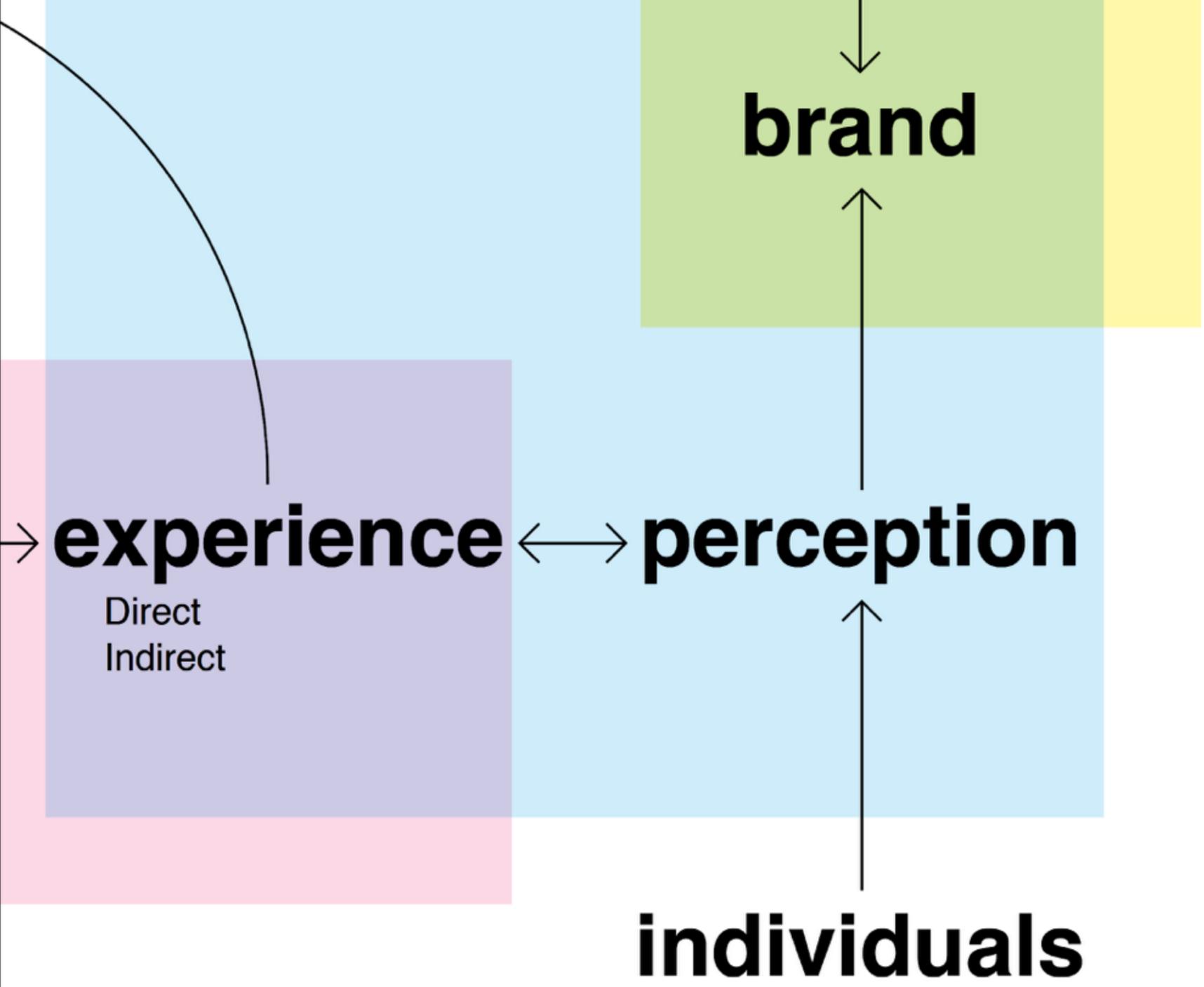
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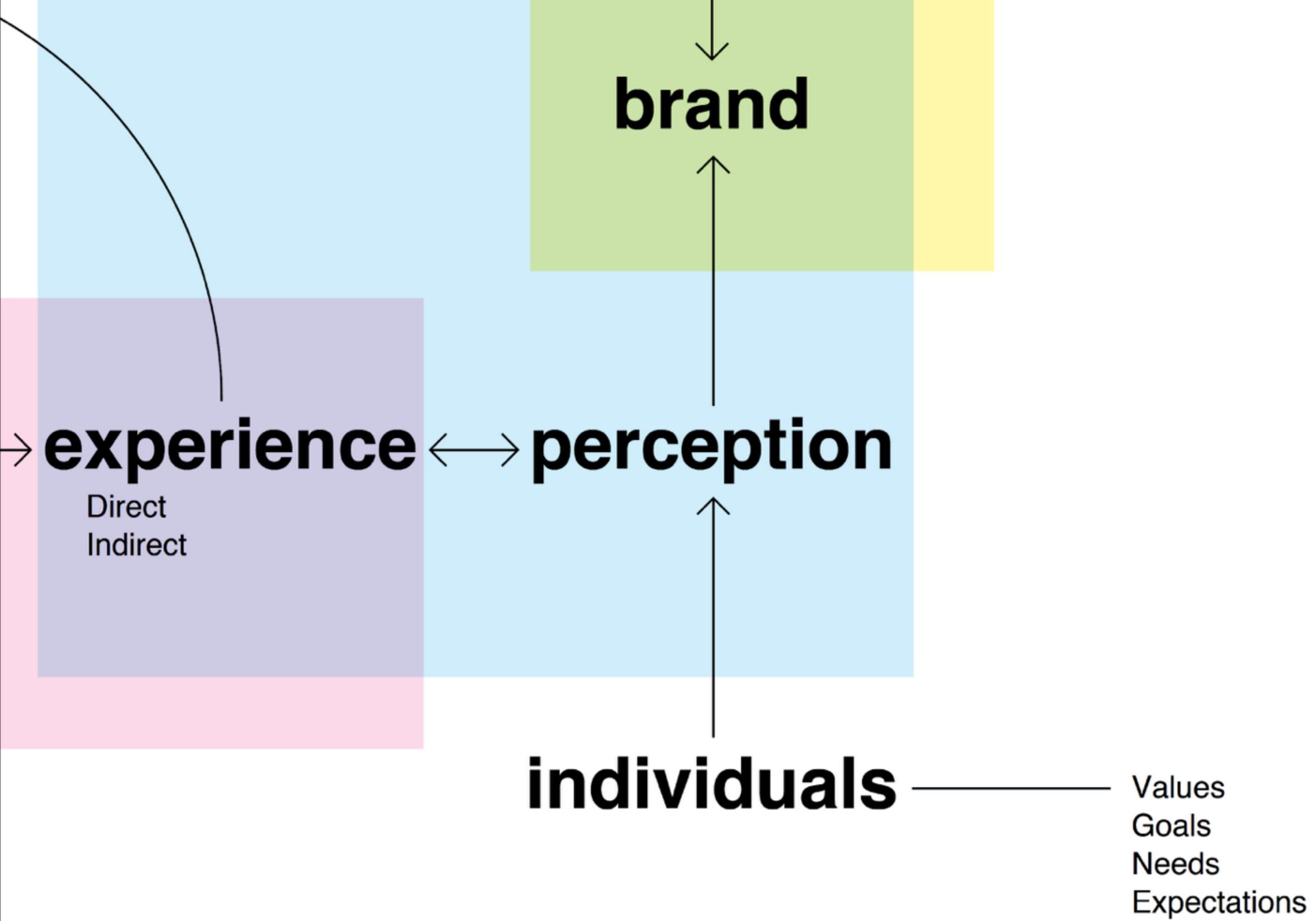
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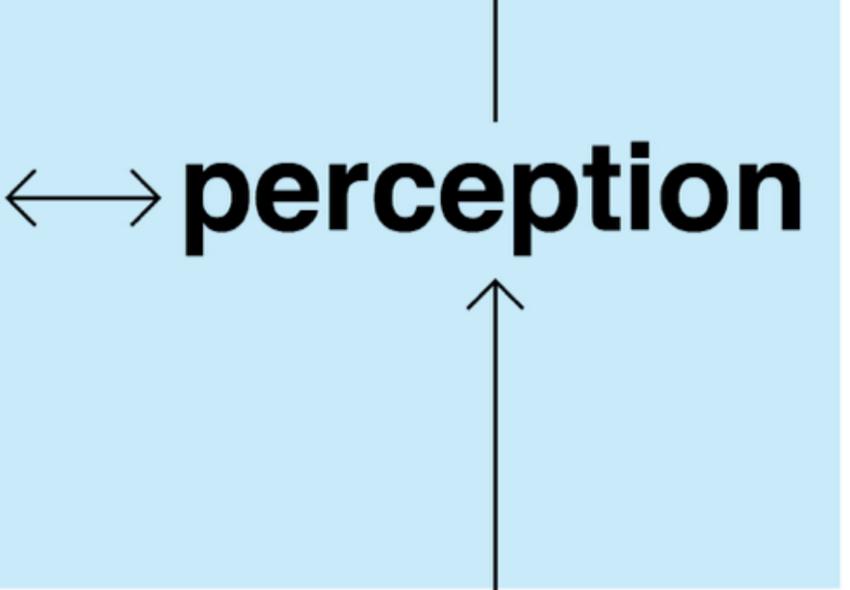
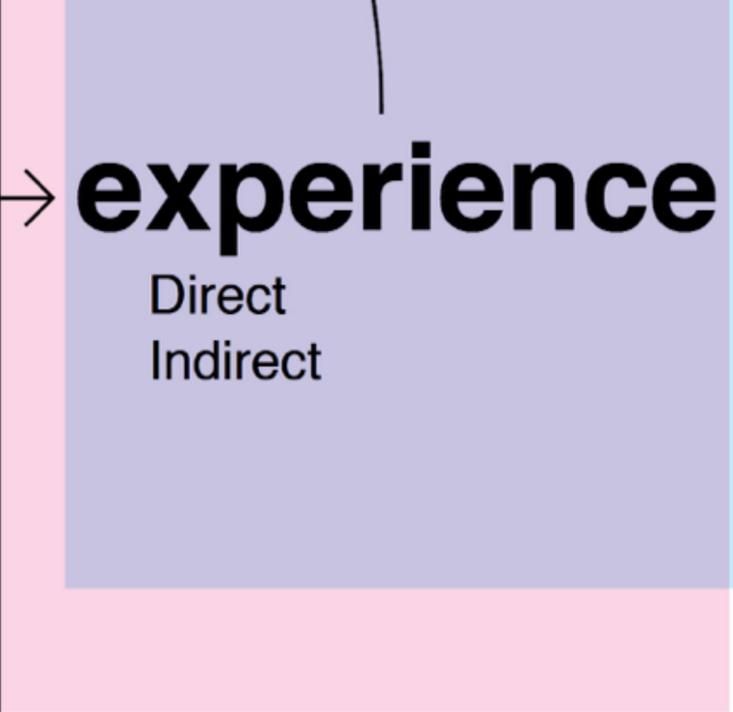


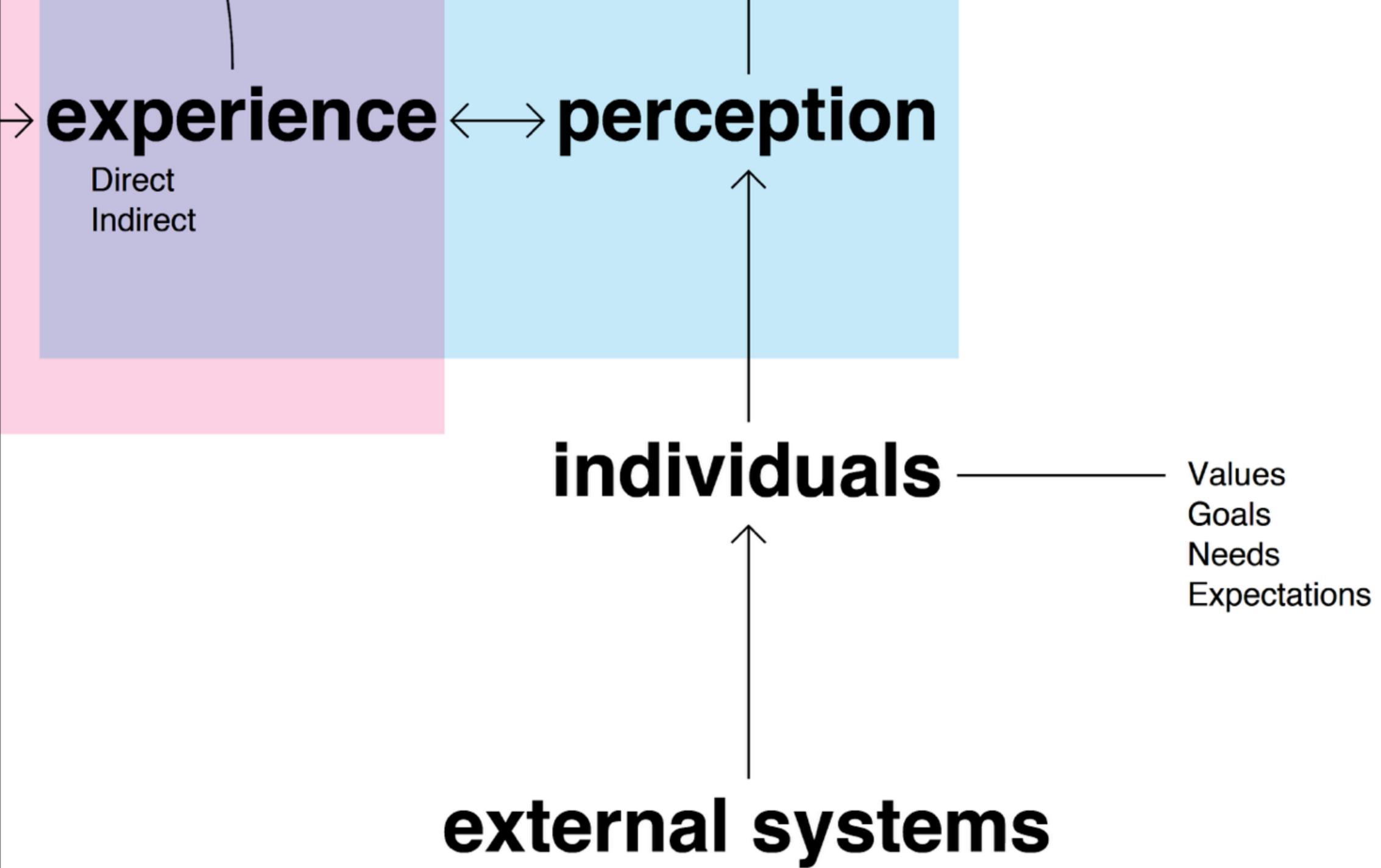
→ **experience** ↔ **perception**

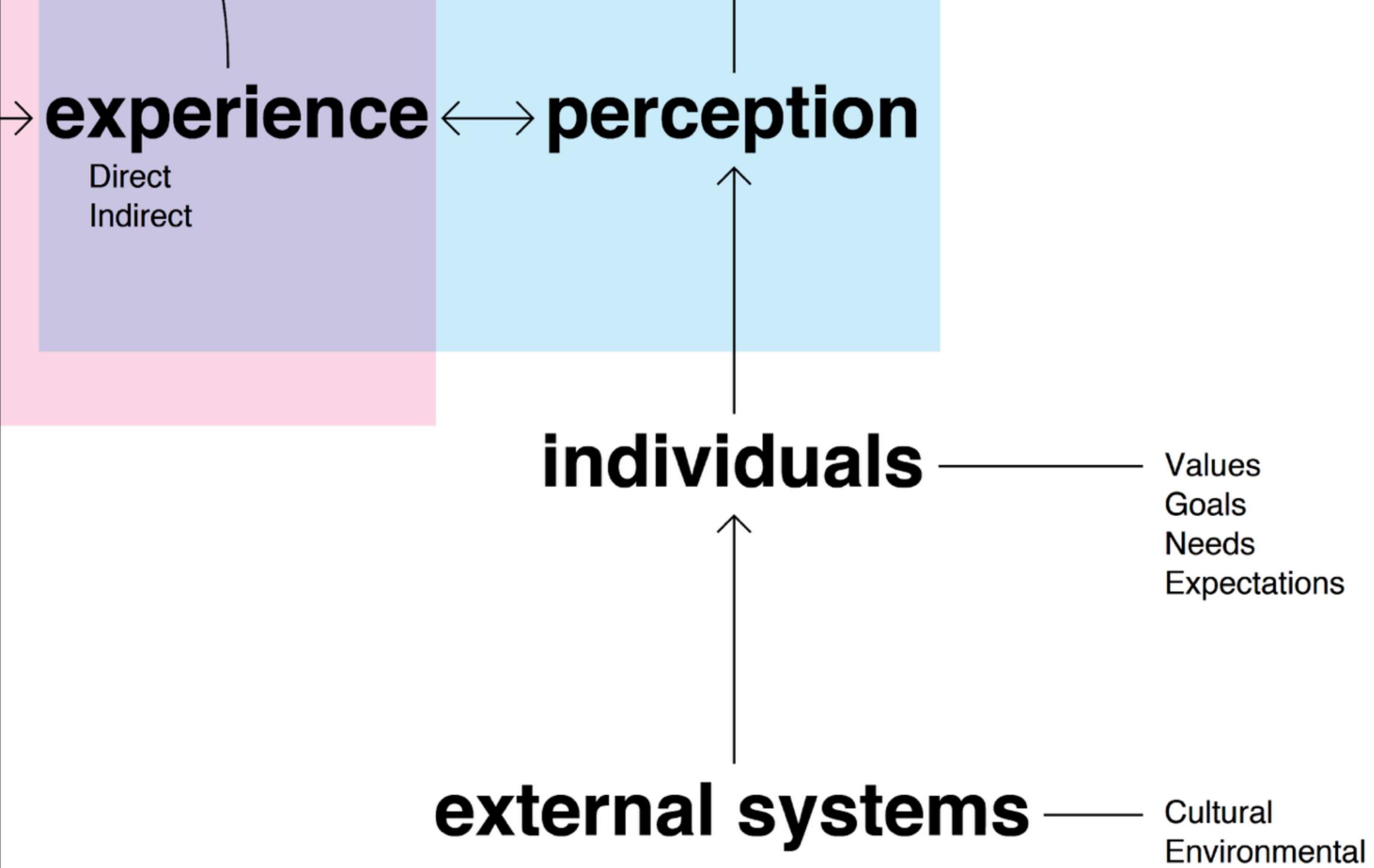
Direct
Indirect

individuals

— Values
Goals
Needs
Expectations



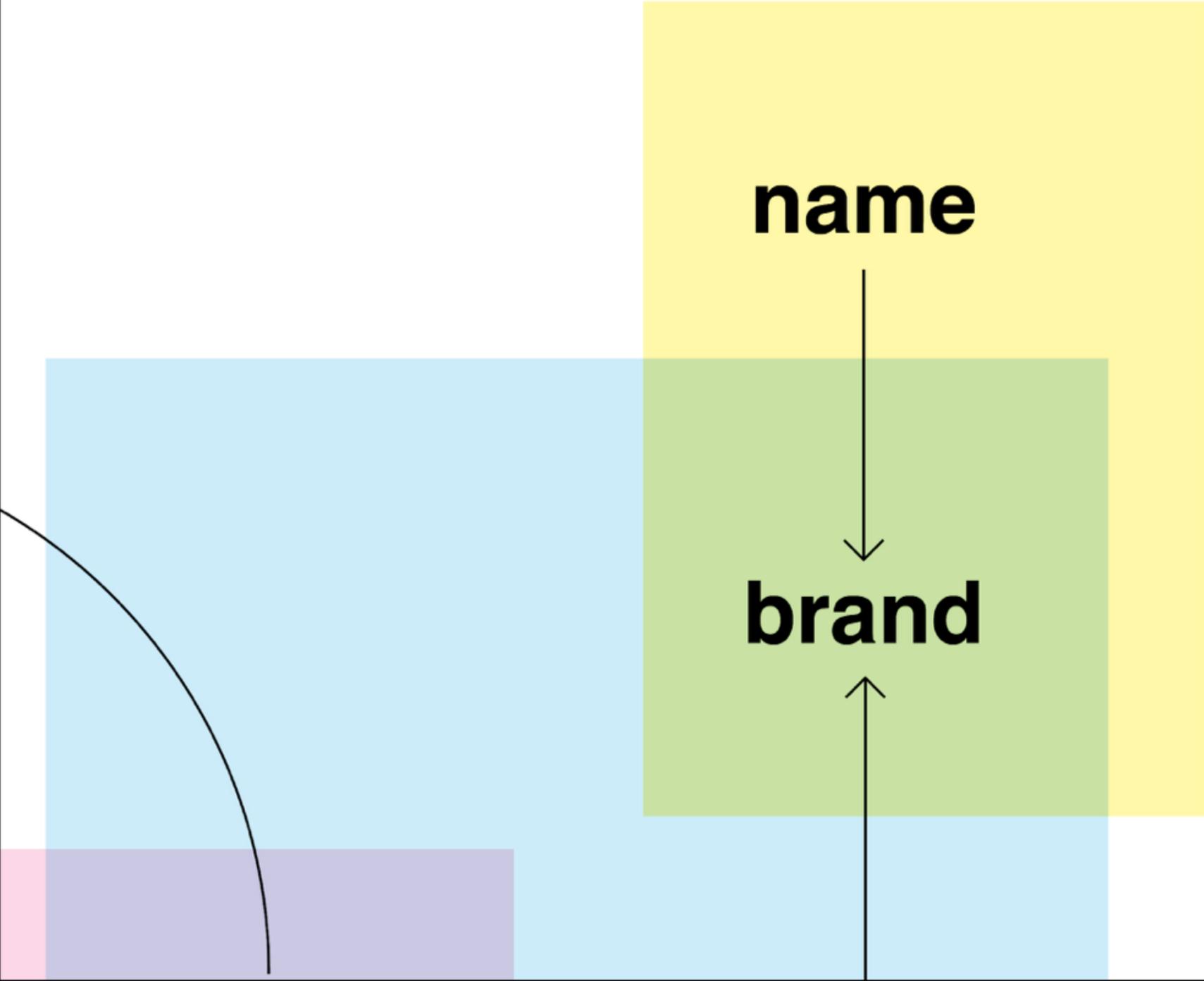
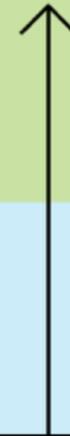




name



brand



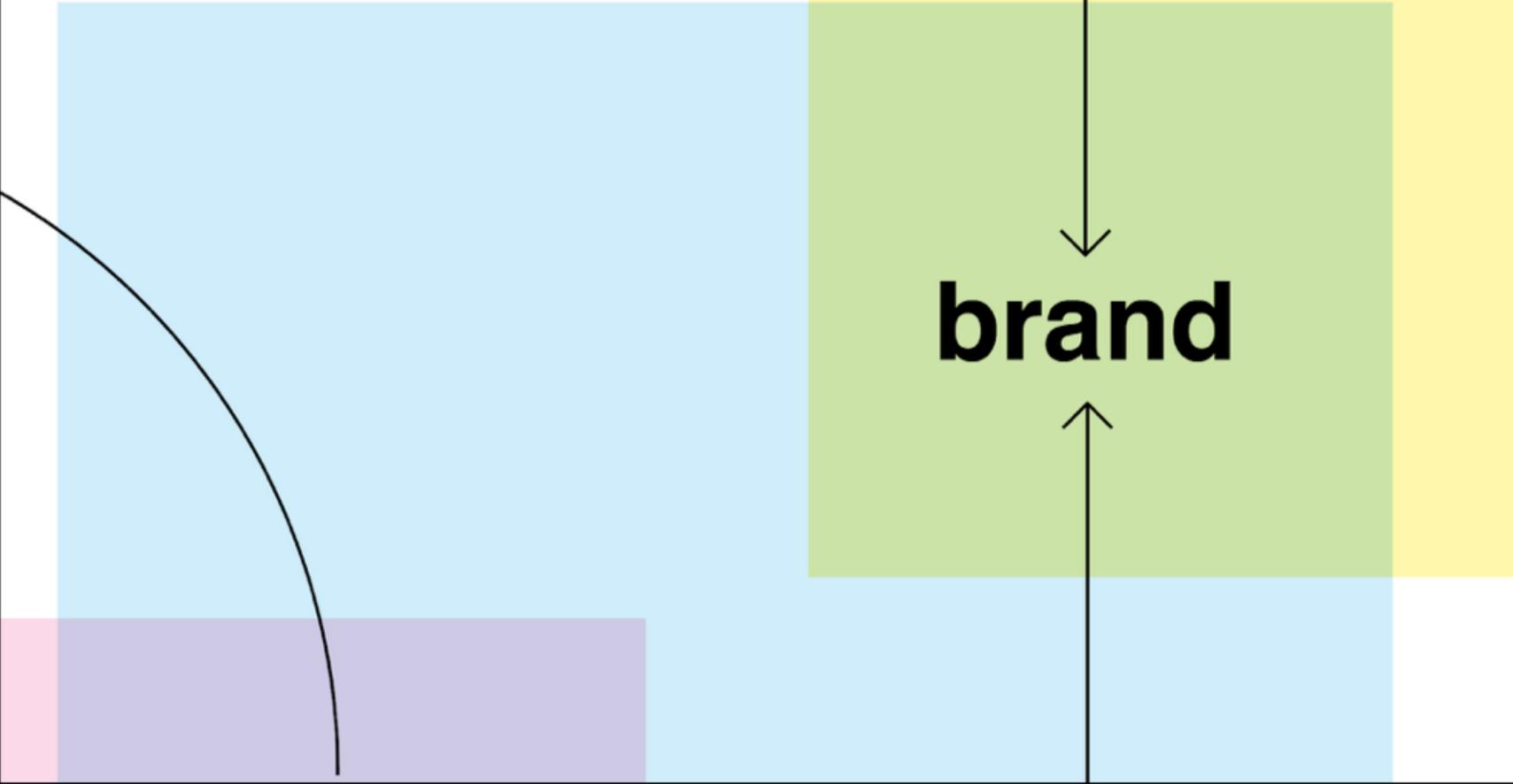
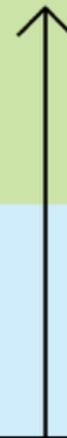
symbols



name



brand

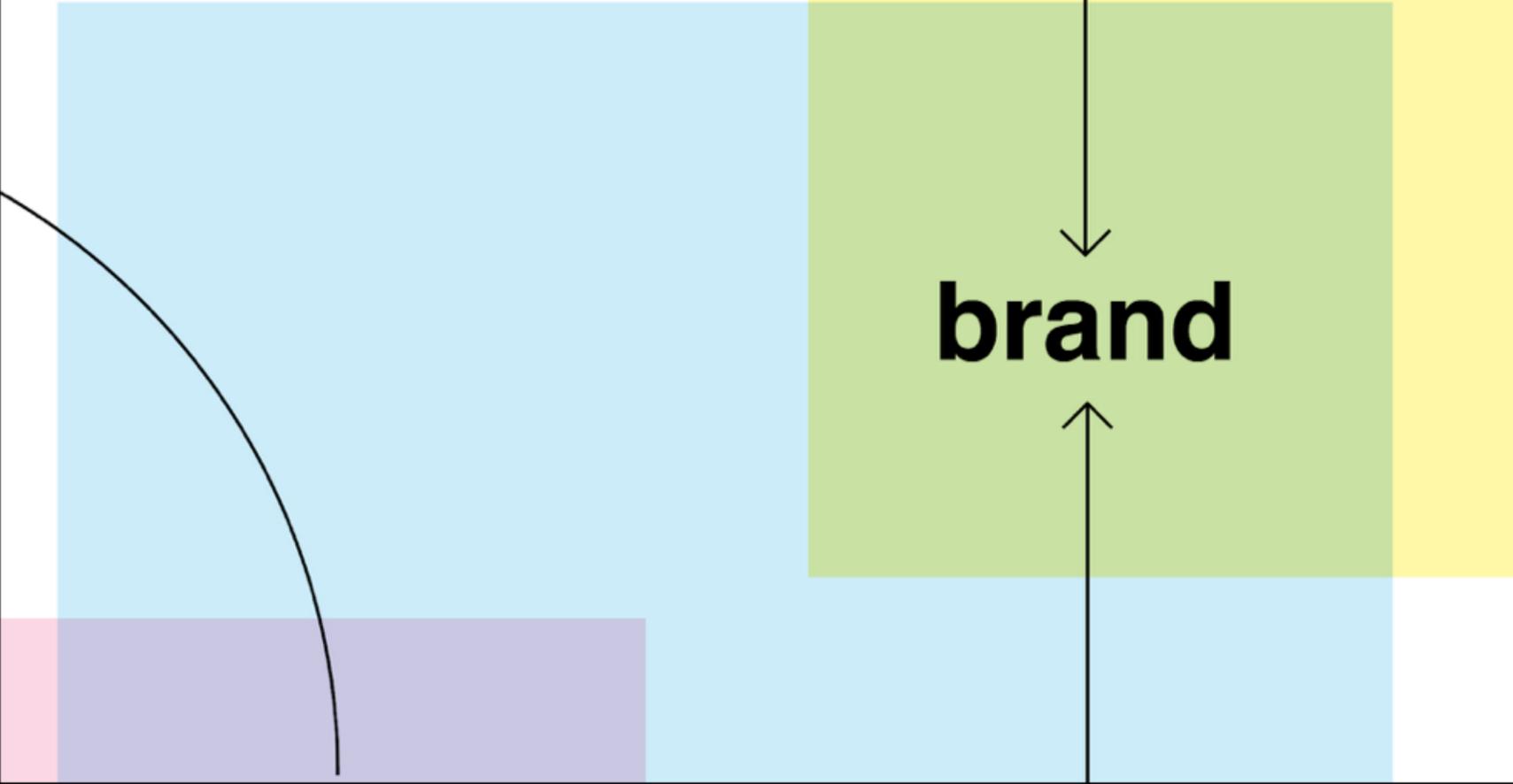


symbols

Graphic Devices
Trade Dress
Spokesmen
Words
Sounds

name

brand



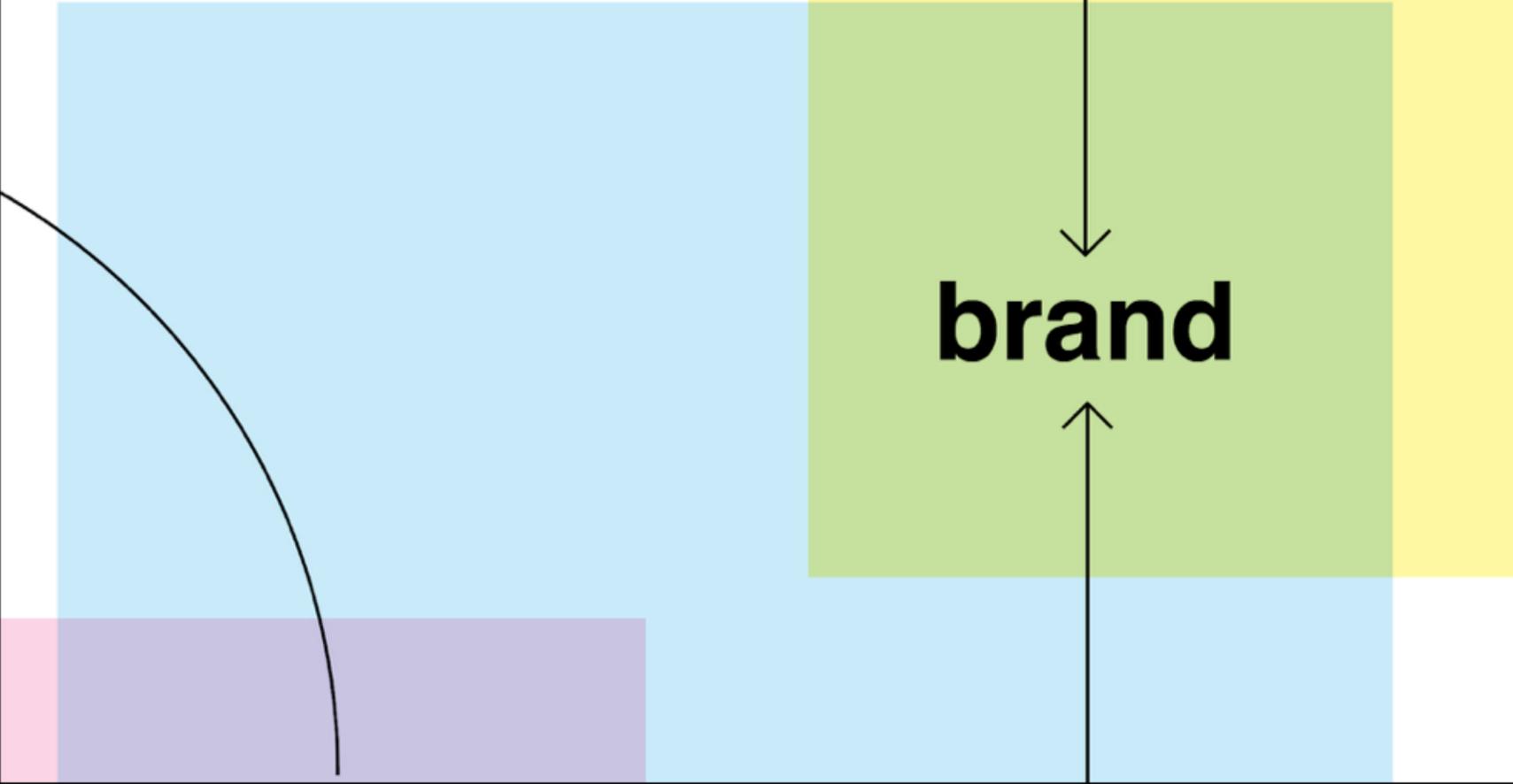
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Words
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name

Existing Words
Coined Words
Abbreviations
Hybrids

brand



symbols

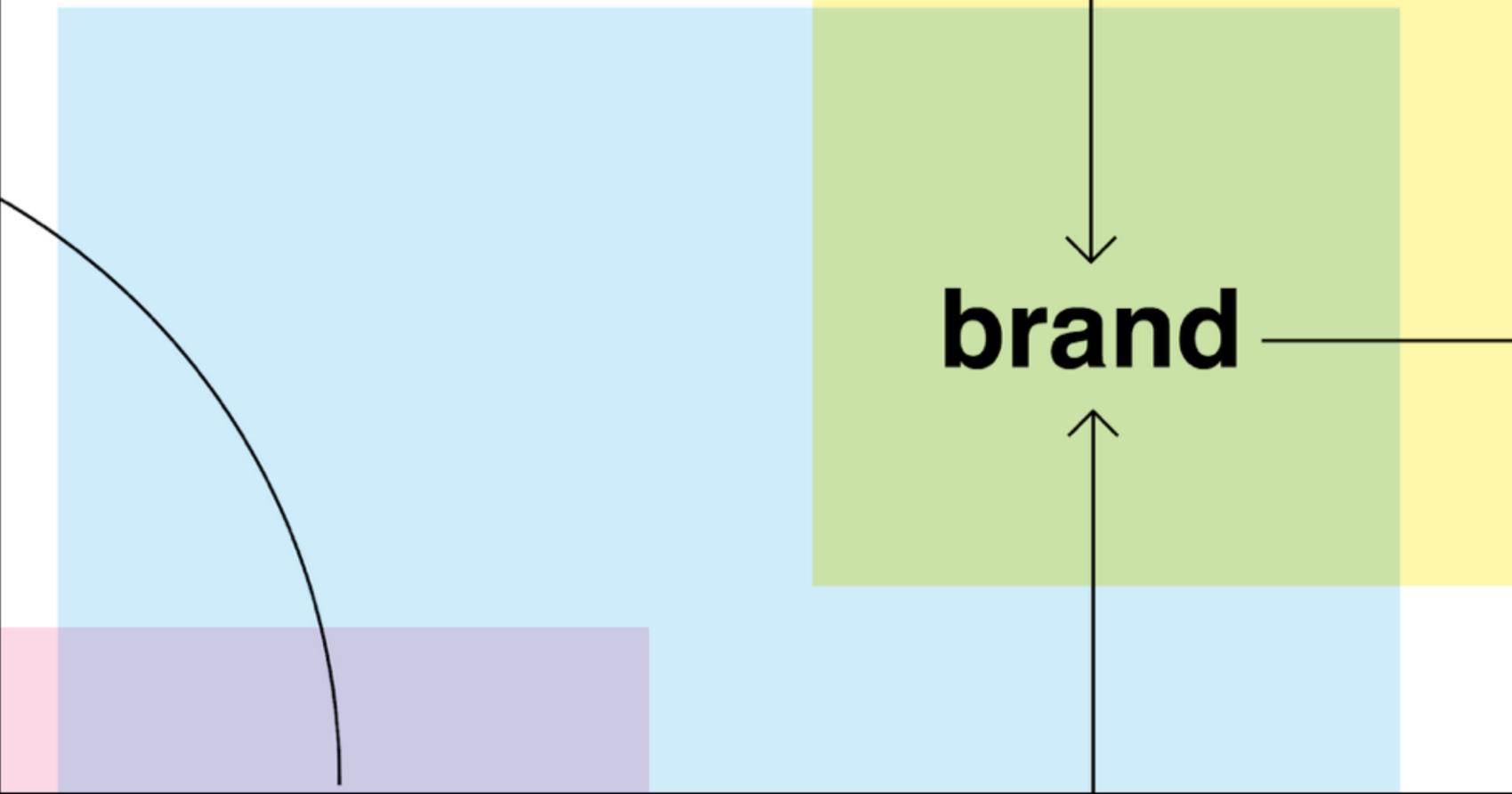
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measured



symbols

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Sounds

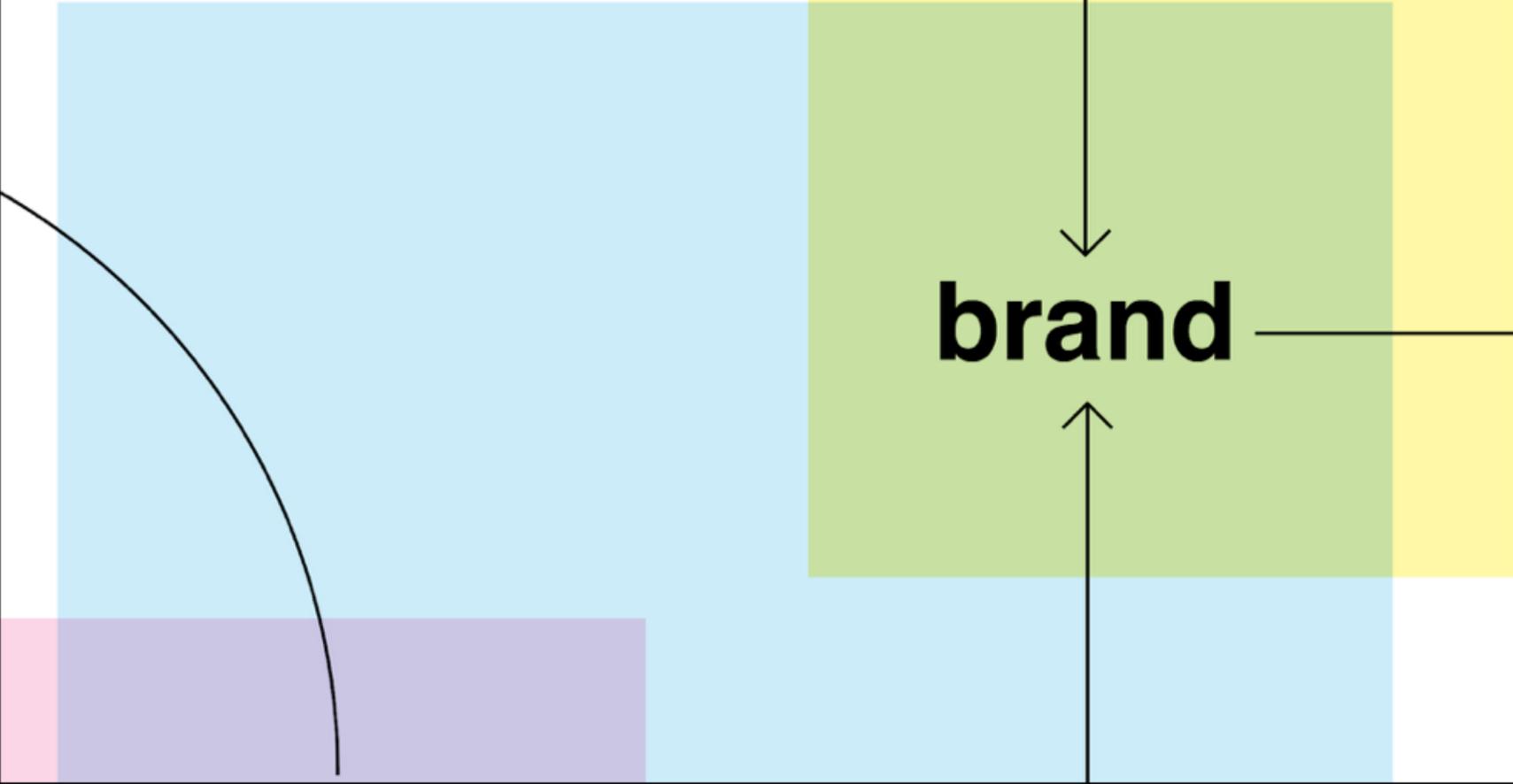
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Existing Words
Coined Words
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Hybrids

brand

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Position
Reach
Reputation



symbols

Graphic Devices
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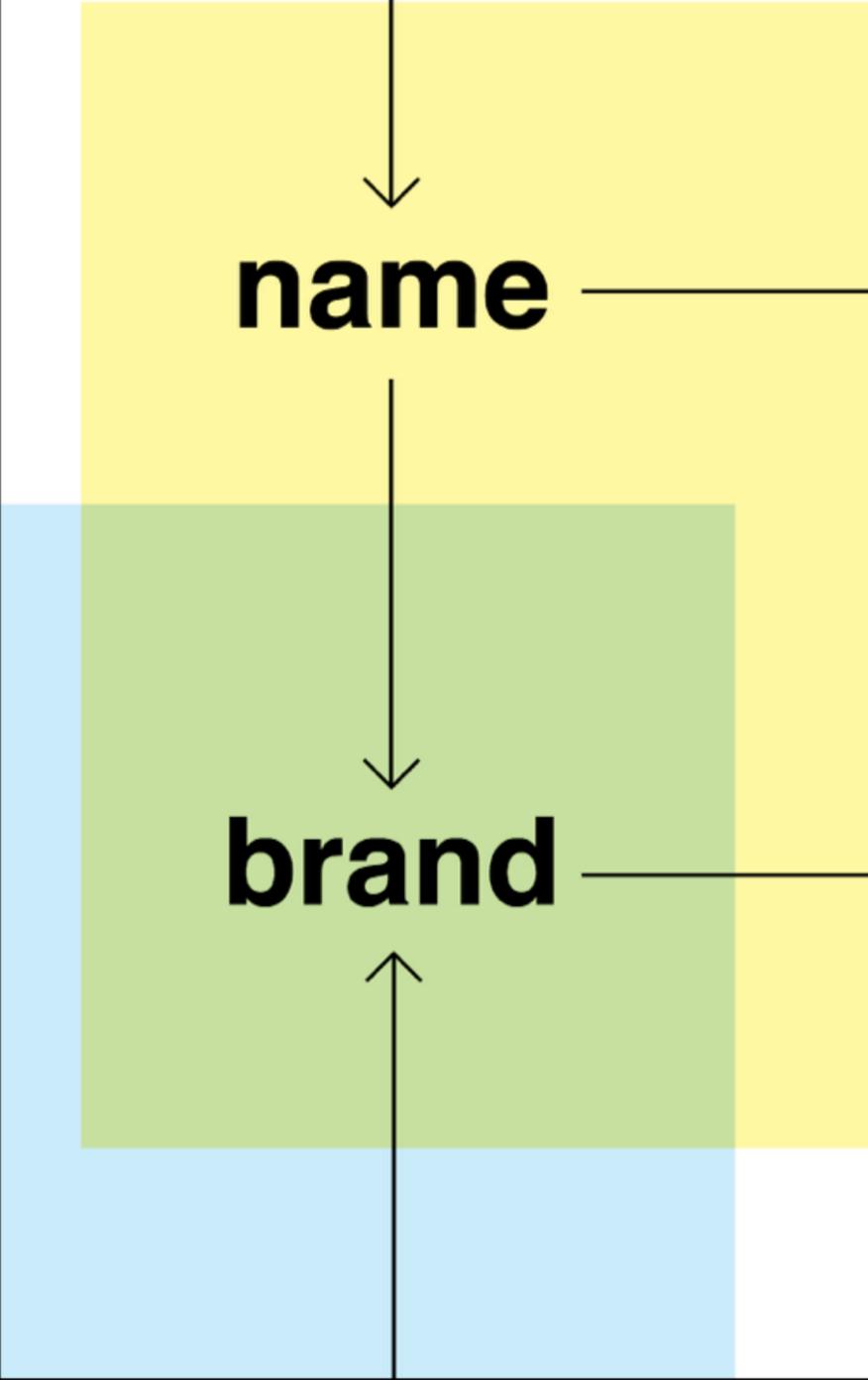
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Hybrids

brand

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Position
Reach
Reputation



symbols

Graphic Devices
Trade Dress
Spokesmen
Words
Sounds

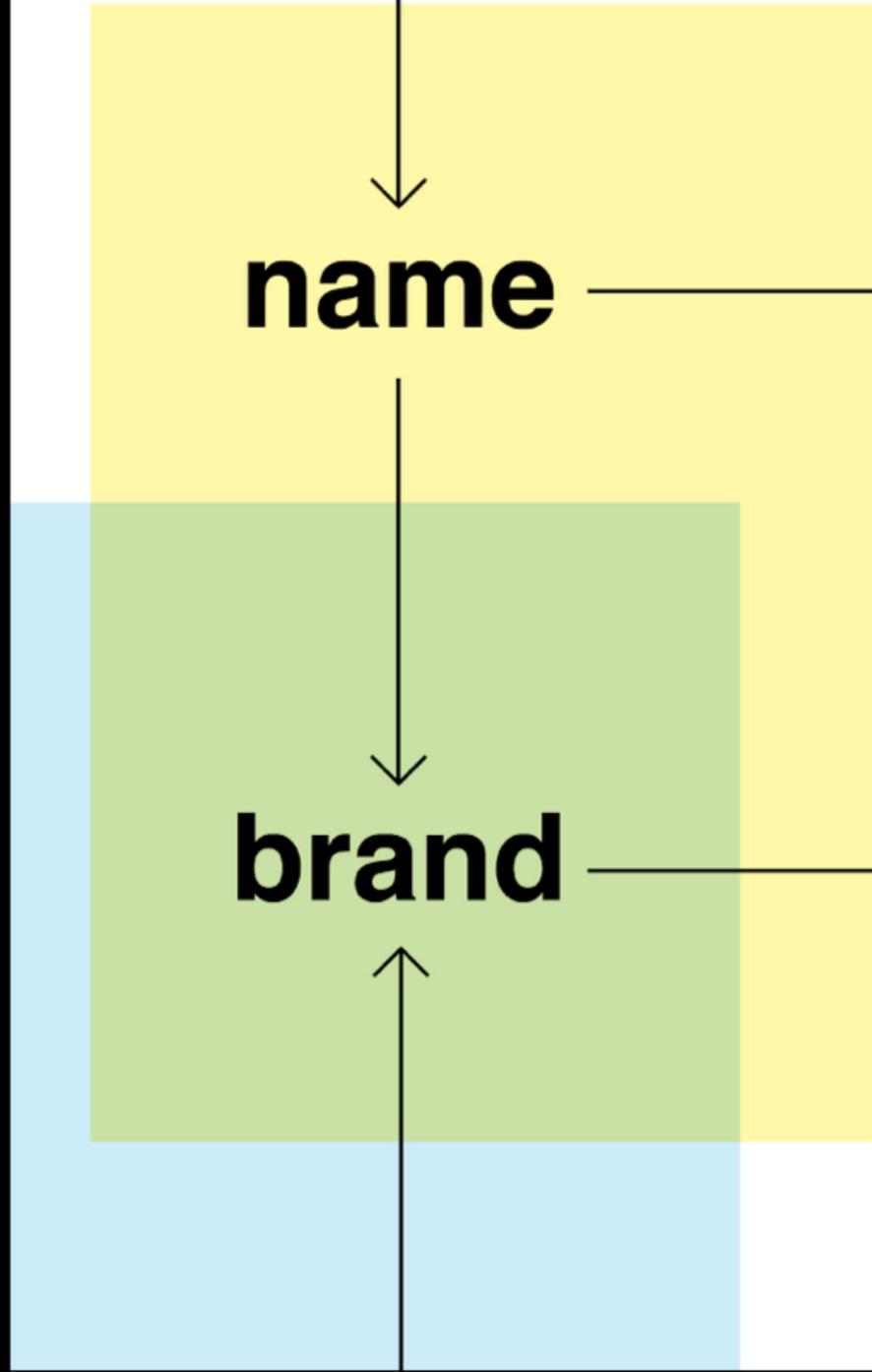
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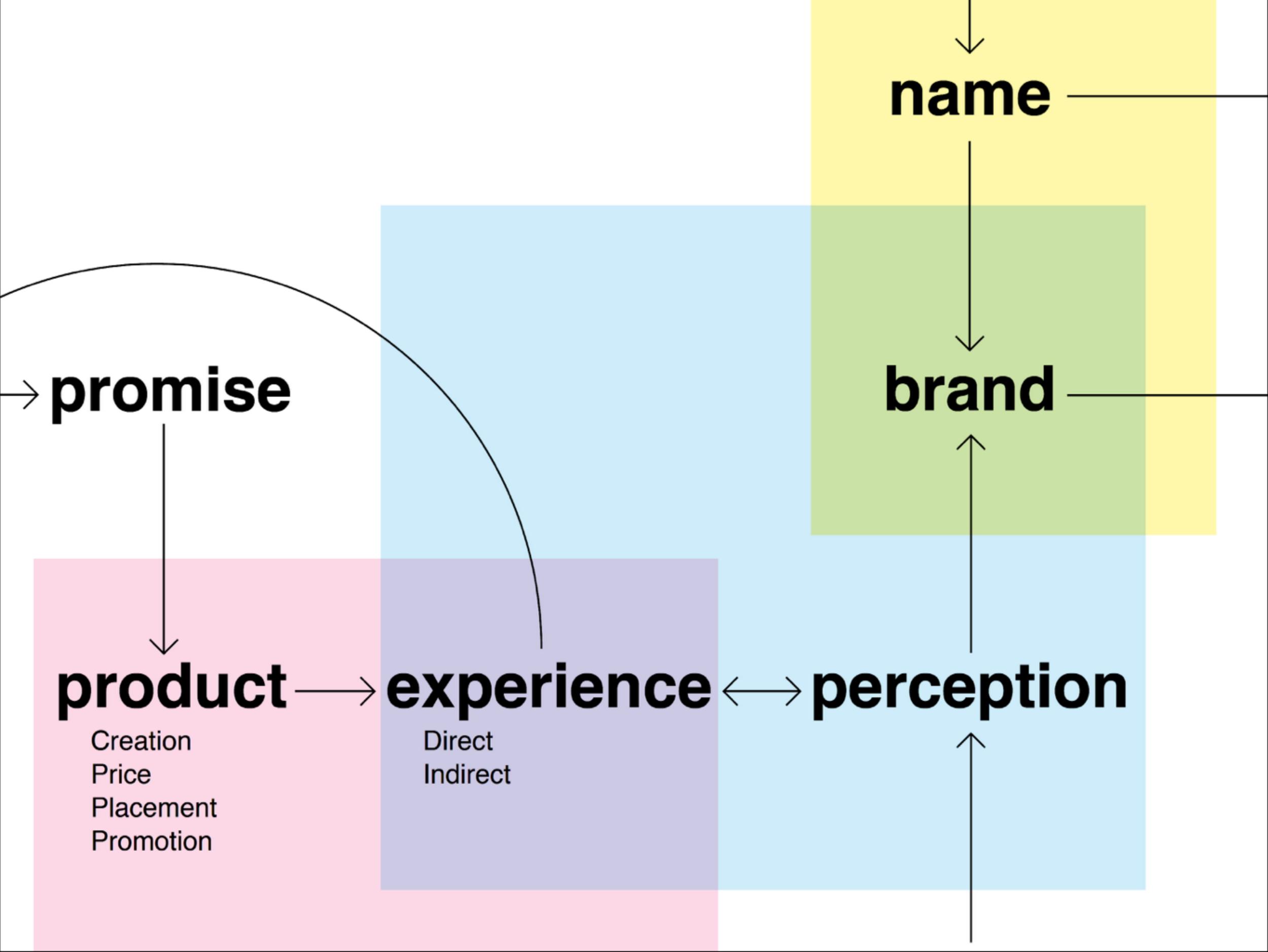
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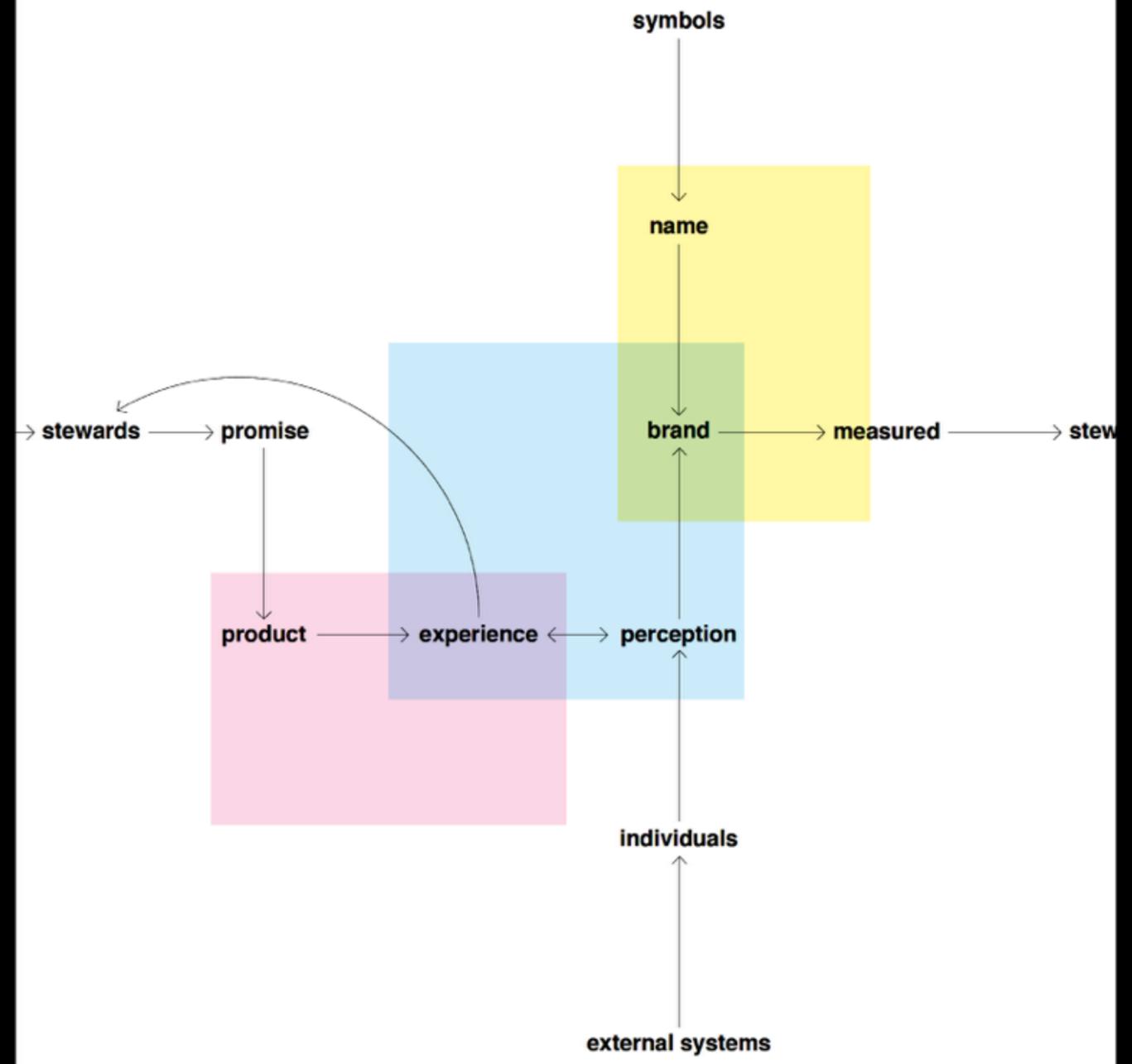
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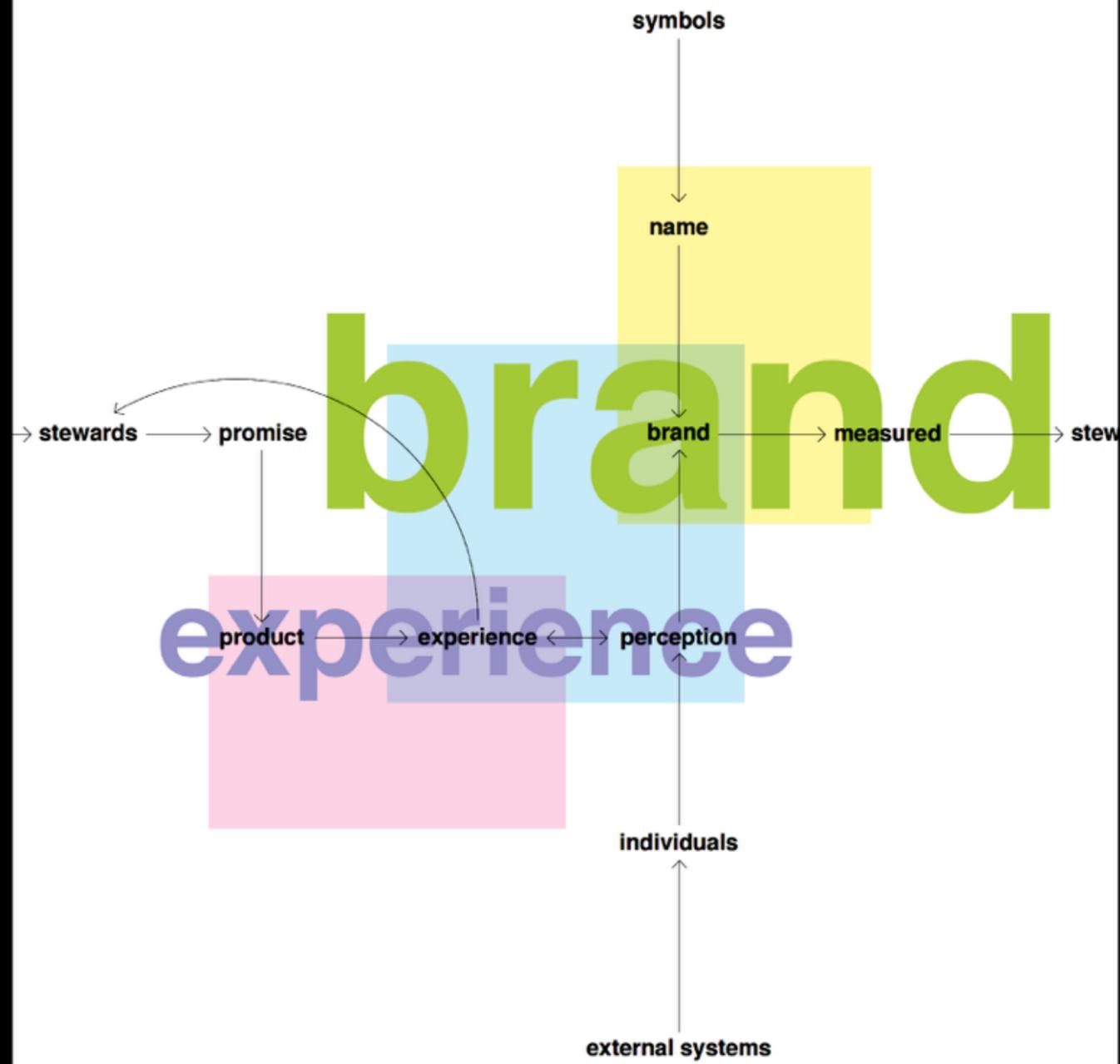
measured → **stewards**

Position
Reach
Reputation









elements of a brand

brand story

The parts	Customer asks	Customer really thinks
POSITIONING	“How are you useful to me?”	WHY should I buy from you?
PROMISE	“What do you promise to do for me?”	Why SHOULD 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 BUY from you?
PERSONALITY	“Who are you?”	Why should I buy from YOU ?
PRICING	“How much is this going to cost me?”	Why should I BUY from you?

Which one would you give your credit card to?

A

B

Which one succeeds at being elegant?

2011 BEST OF BERGEN VOTED BEST BRIDAL SALON

WEDDING DRESS FANTASY

WORLD-WIDE SHIPPING 1-201-357-4877

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Categories

- DESIGNER INSPIRED WEDDING DRESSES
- GOthic WEDDING DRESSES
- VINTAGE INSPIRED & CELEBRITY
- GOLD YELLOW ORANGE WEDDING DRESSES
- BLACK WEDDING DRESSES
- RED WEDDING DRESSES
- PINK WEDDING DRESSES
- GREEN WEDDING DRESSES
- PURPLE WEDDING DRESSES
- BLUE WEDDING DRESSES
- PLUS SIZE WEDDING DRESSES
- GYPsy WEDDING DRESSES
- CUSTOM WEDDING DRESSES
- TEA LENGTH WEDDING DRESSES

Join the Club

Name

Email

SUBMIT

Welcome to Wedding Dress Fantasy where you will find the largest selection of

A

My Favorites | Login | English

ALLURE BRIDALS®

COLLECTIONS WHERE TO BUY TRUNK SHOWS ABOUT US FOR RETAILERS BLOG

Enter Keyword or Style #

SOFT + TIMELESS

ALLURE ROMANCE

VIEW THE NEW COLLECTION

TRUNK SHOWS

Thursday, September 10th - Saturday, September 12th Bridal Gallery - Grand Rapids, MI	Thursday, September 10th - Saturday, September 12th Our Shop - Stillwater, MN	Friday, September 11th - Saturday, September 12th Charlotte's Weddings & More - Portland, OR
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View Calendar

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="1234 Main St"/>	Province: <input type="text" value="Ontario"/>	E-mail address: <input type="text" value="ian@everdell.com"/>
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="ian@everdell.com"/>
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 ● ● ● ● ● ● ● ● ● ●

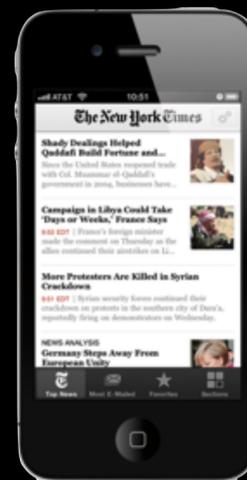
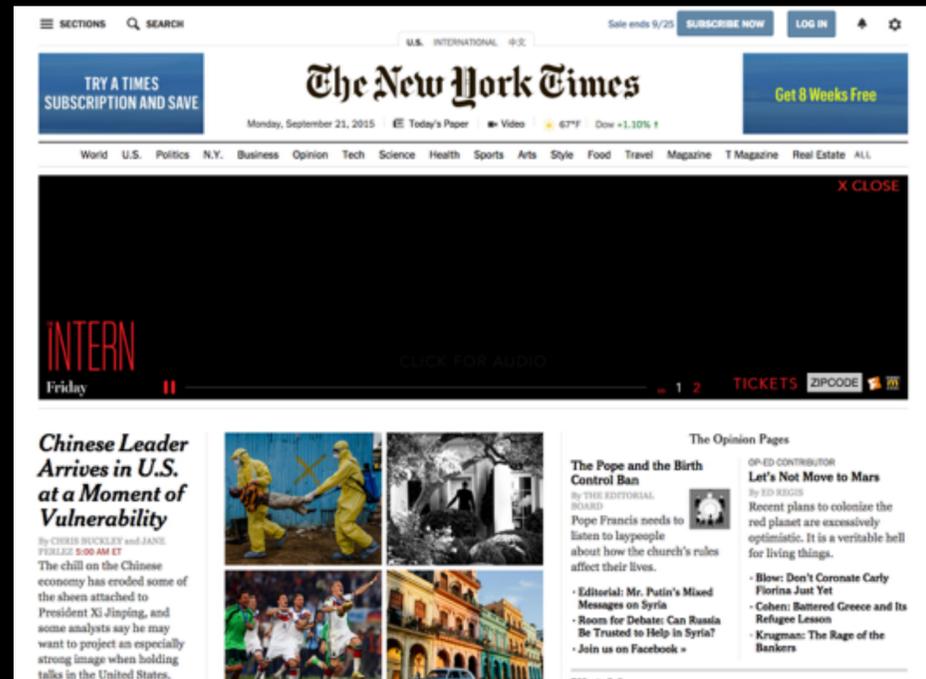
Comcast-2014-03-0-0....pdf References for Ninadocx Show All

B

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



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



PRO-TIP

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

brand symbols

logo

color palette

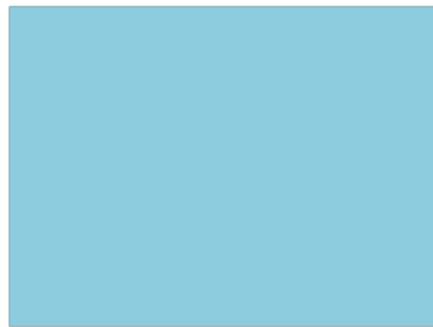
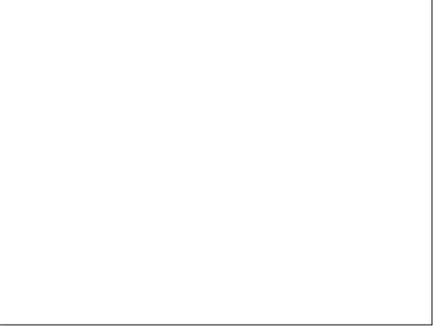
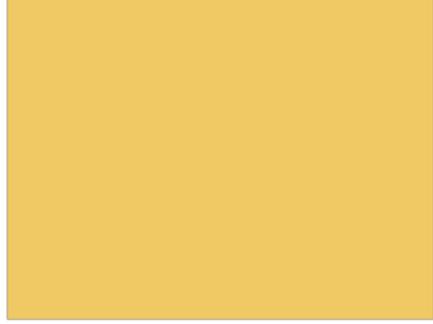
typography

iconography

imagery / photography

mocks

language (copy)



identify the company



MeetUp



Pandora



Amazon



Yahoo



Evernote



Path



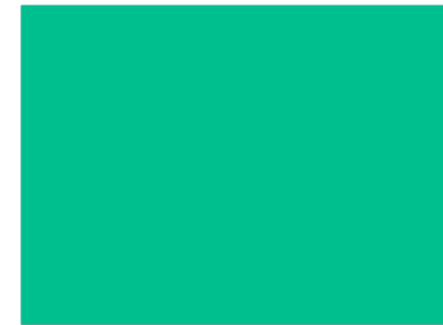
Twitter



Swarm



Dropbox



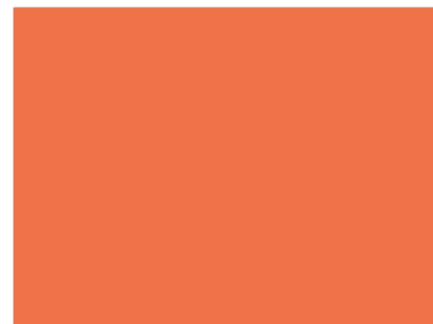
Vine



AirBnB



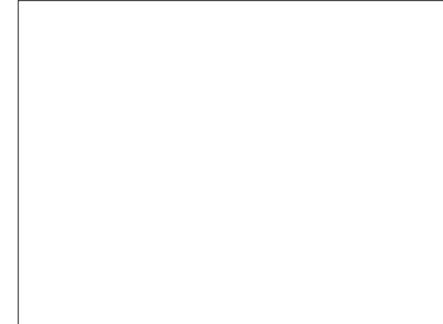
Facebook



Munchery



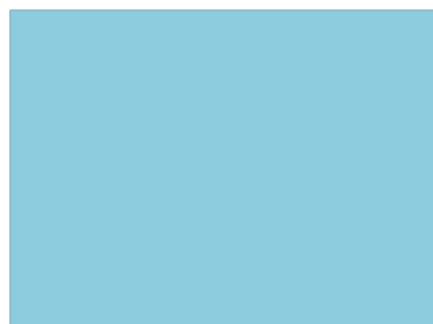
Etsy



Apple



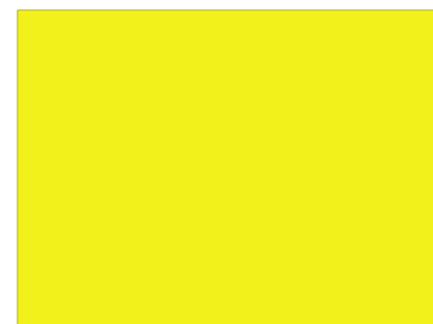
Yelp



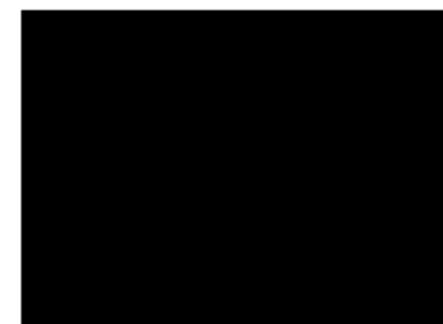
Waze



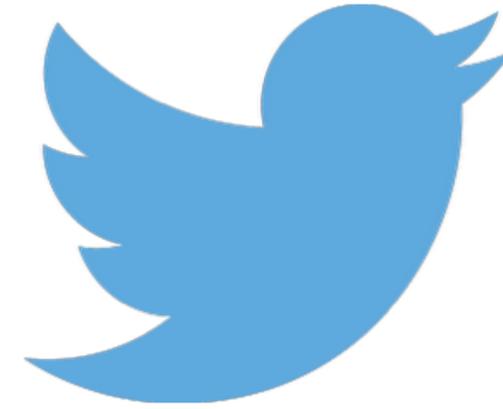
Lyft



SnapChat



Uber

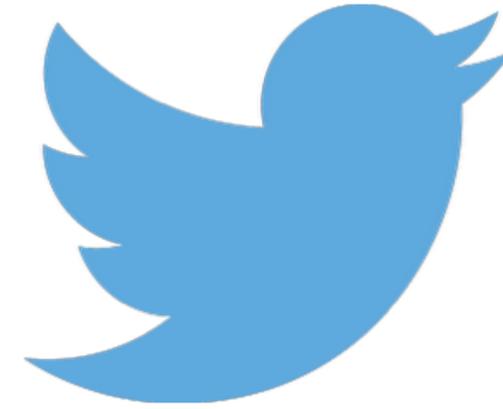




MailChimp



HipMunk



Twitter



SnapChat



Mozilla



Android

Greetings

GREETINGS

Greetings

Greetings

Greetings

Greetings

Greetings

Apple

GREETINGS

Disney

Greetings

Instagram

Greetings

Google - Android

Greetings

Facebook

Greetings

FlipBoard

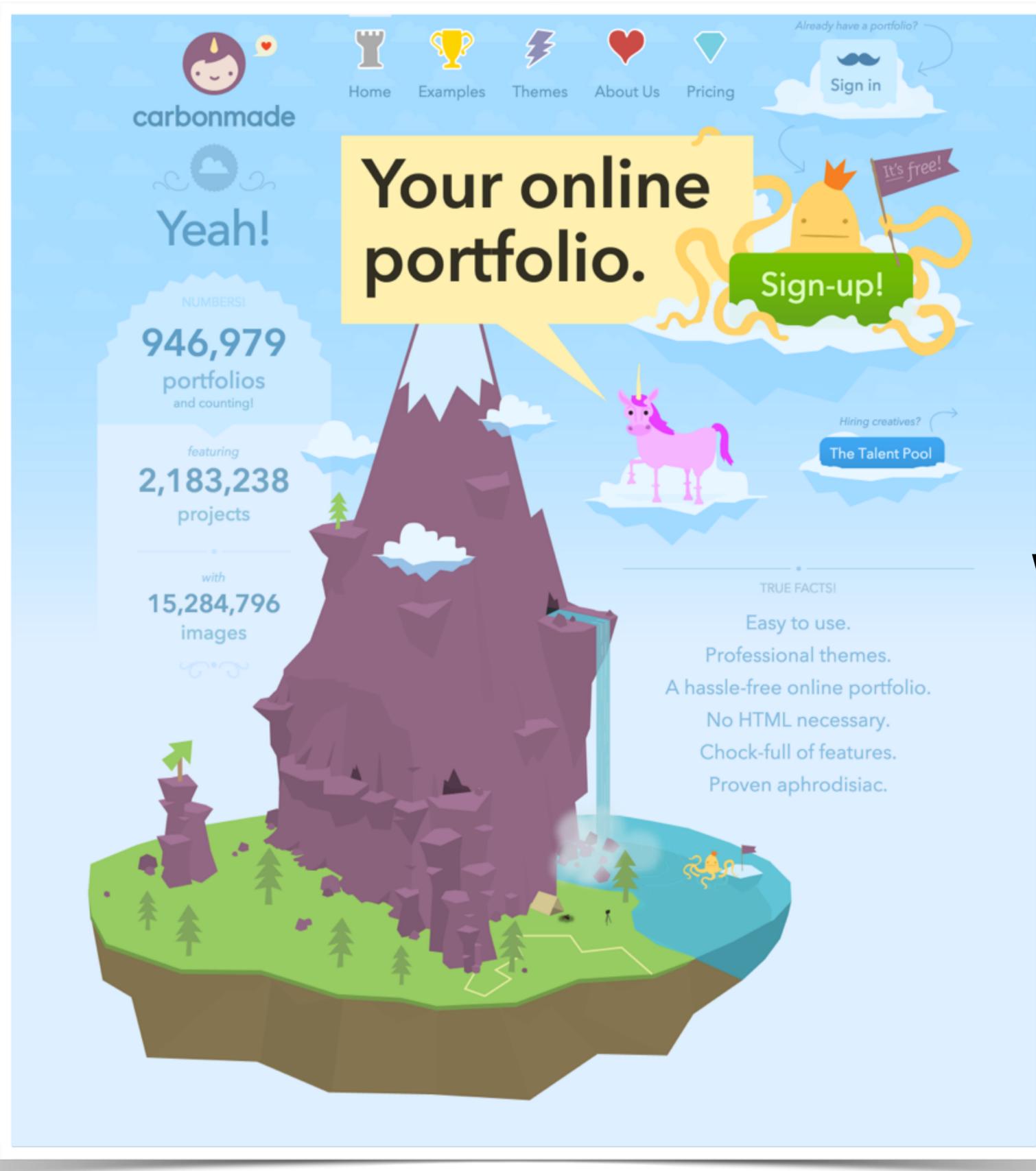
defining your brand personality



I'm a PC



I'm a Mac



carbonmade

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with 15,284,796 images

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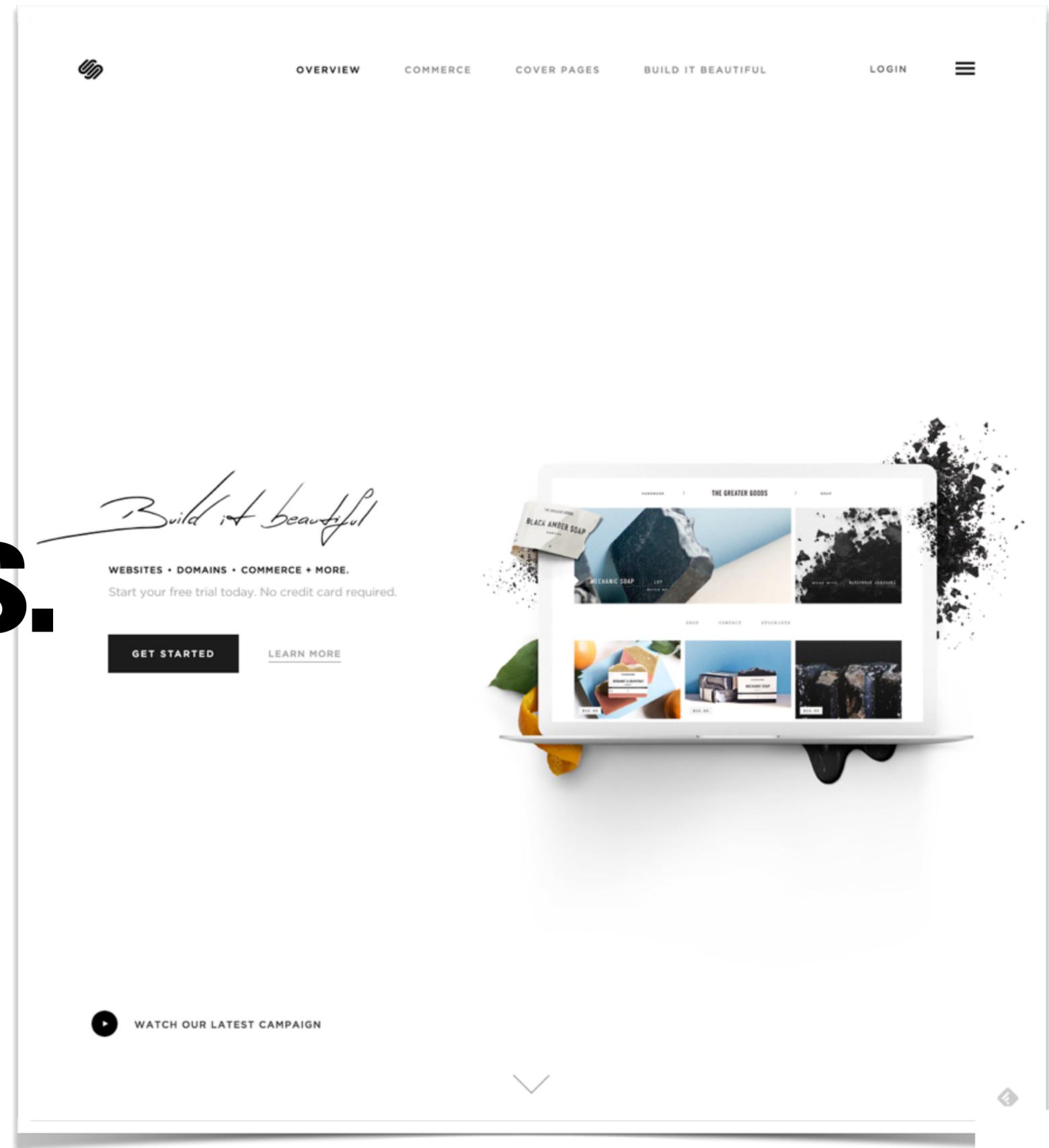
It's free!

Hiring creatives? The Talent Pool

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- A hassle-free online portfolio.
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VS.



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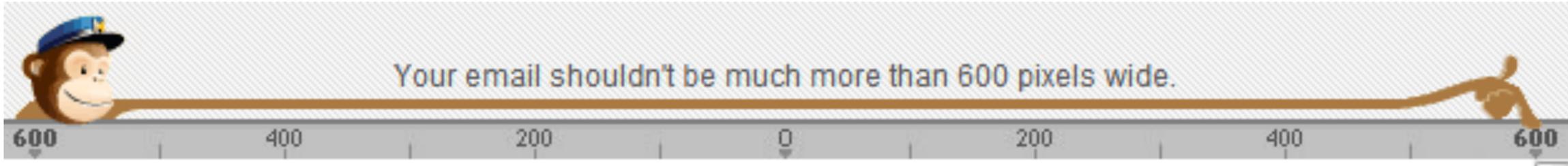
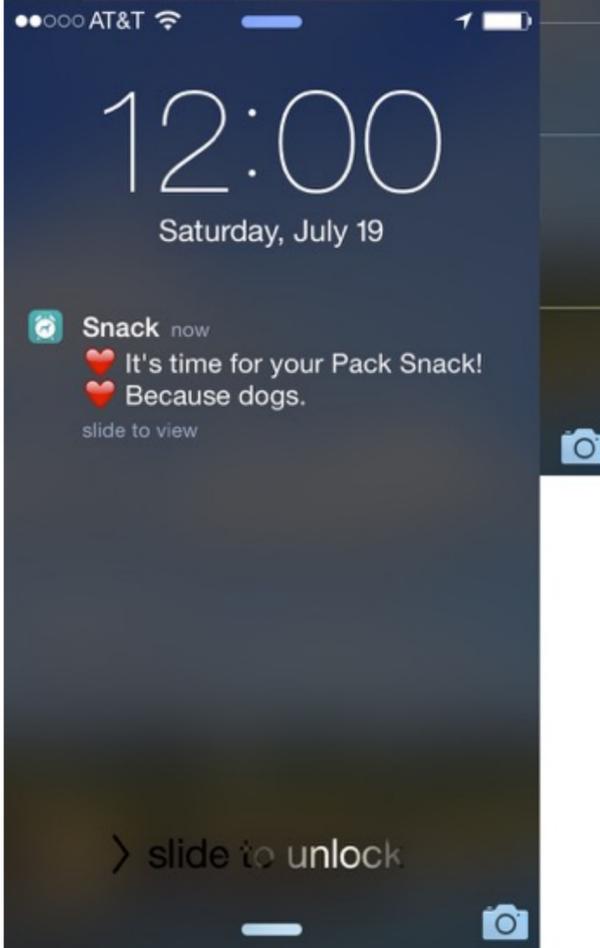
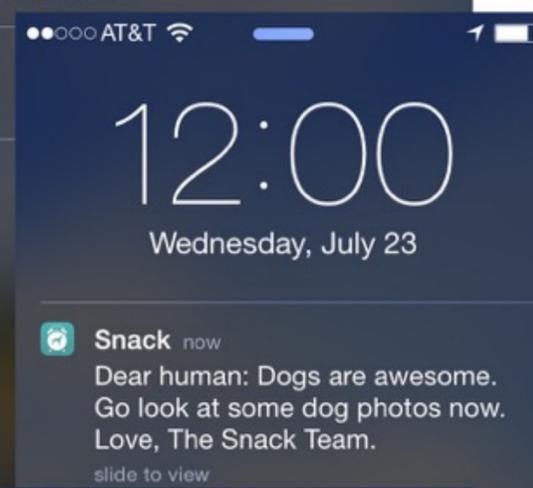
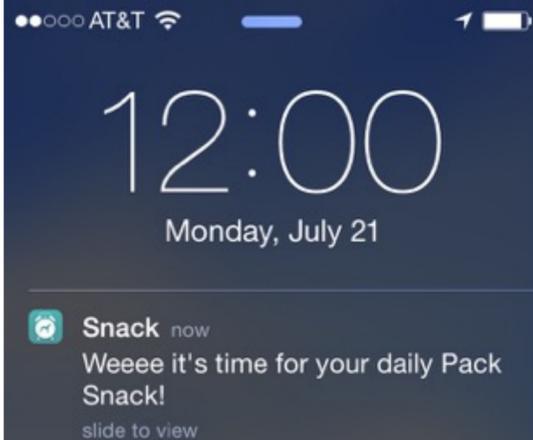
Roundtrip
 One-Way
 Multi-City
 Price Graph
 Search now to see flights from top airlines and travel sites.

VS.

VS.

Flights

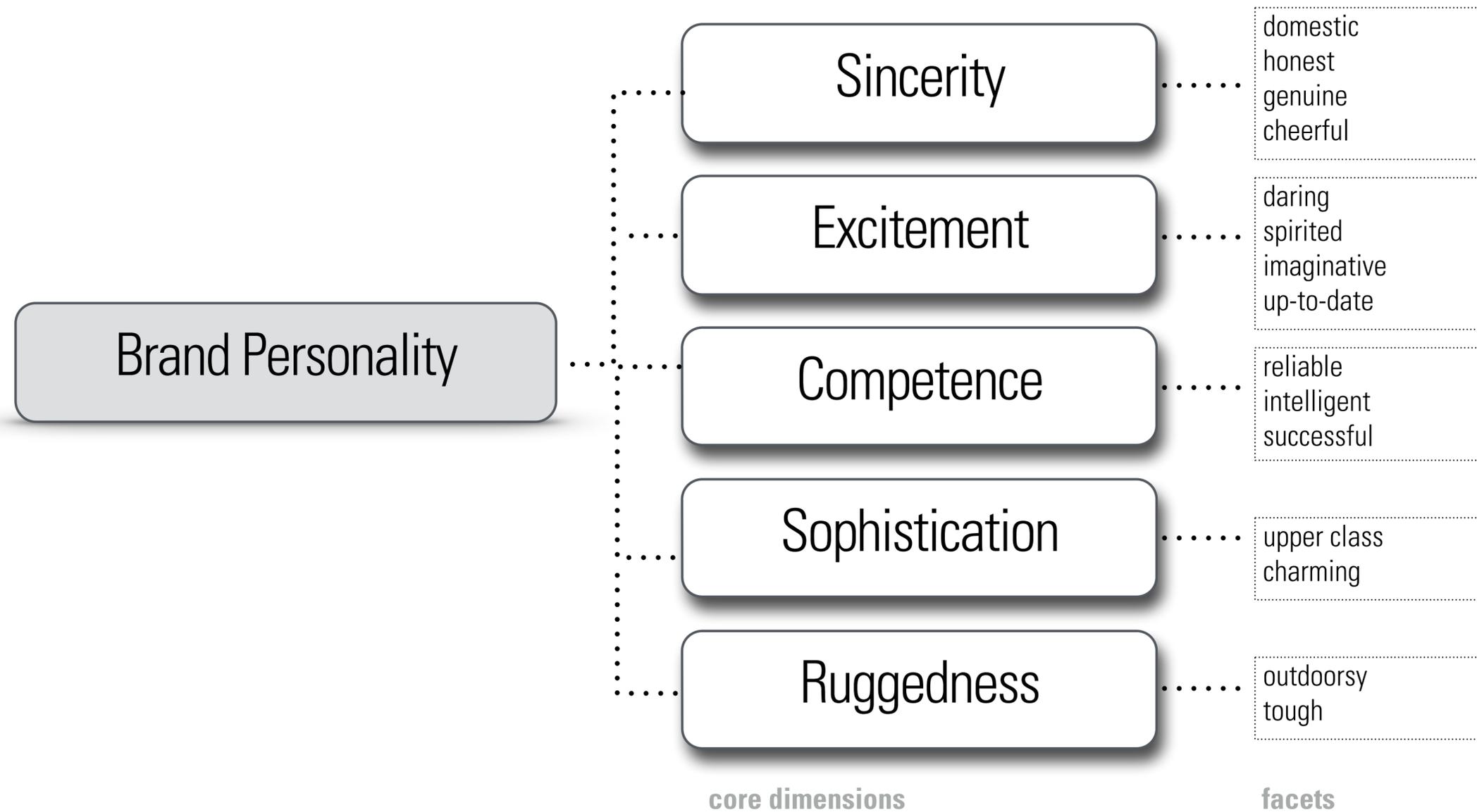
Include nearby
 Include nearby
 Show flexible dates ▾



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

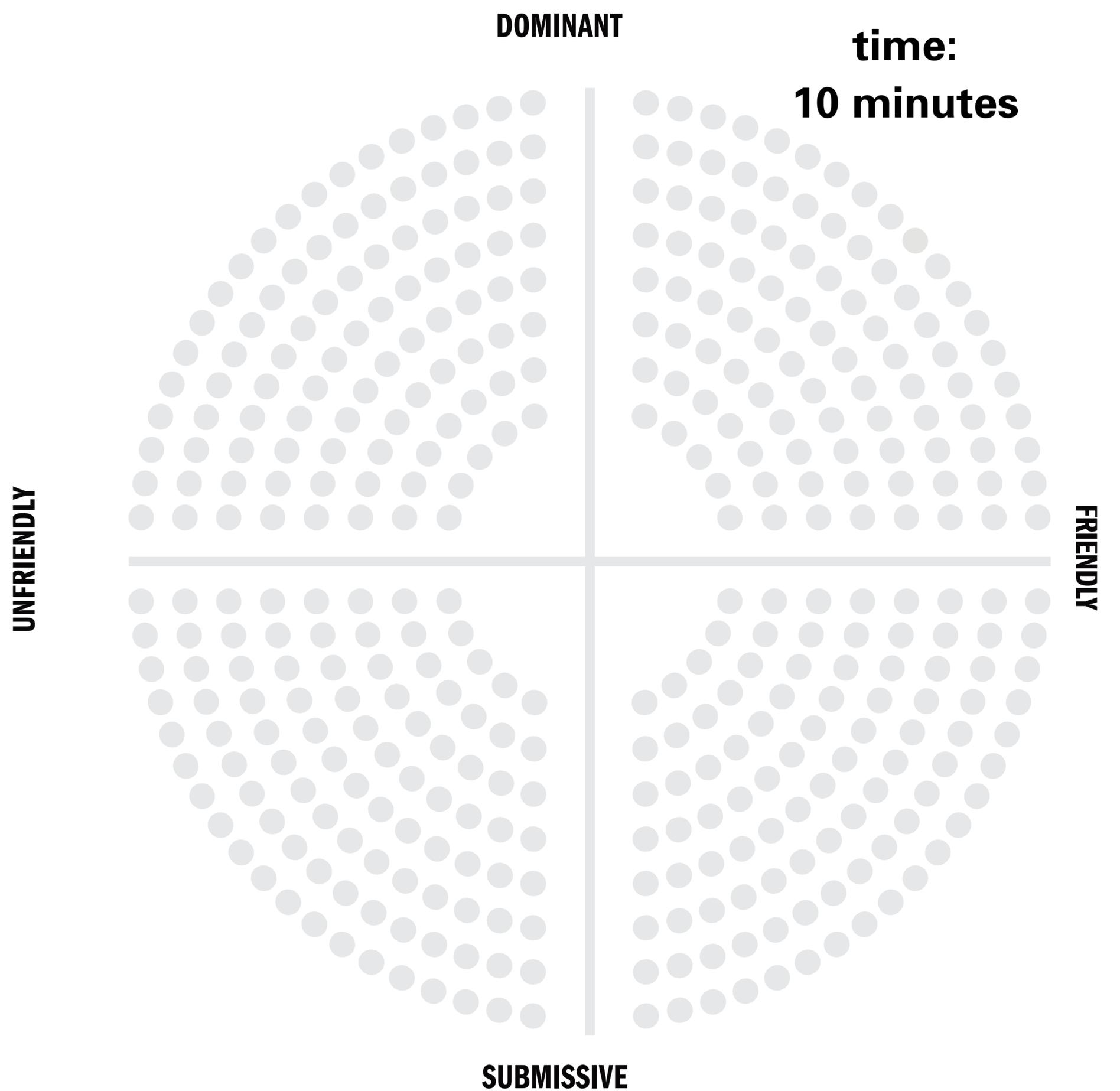
FUNNY but not goofy

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.

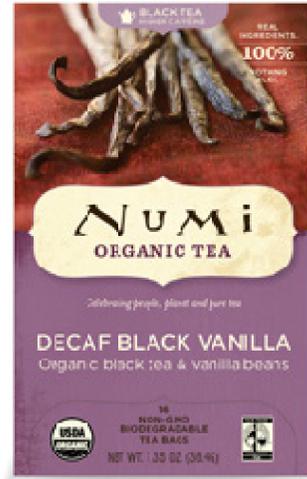
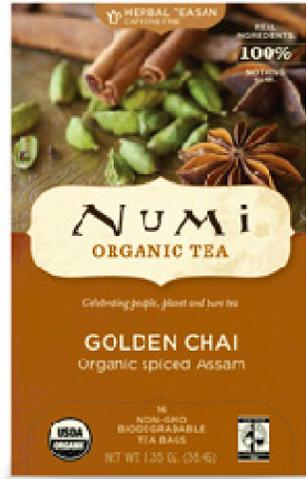
Think about what your brand's tastes might be like or what kind of city they might be. Who would they hang out with? Who would they avoid?

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:	WHAT OTHER BRANDS WOULD YOUR BRAND NOT HANG OUT WITH?	HOW WOULD YOUR BRAND EXPRESS GRATITUDE?	HOW WOULD YOUR BRAND ASK QUESTIONS?
YOUR BRAND'S FAVORITE MEAL/DRINK:		HOW WOULD YOUR BRAND GREET SOMEONE NEW?	HOW WOULD YOUR BRAND GREET AN OLD FRIEND?

mood boards

what are they?

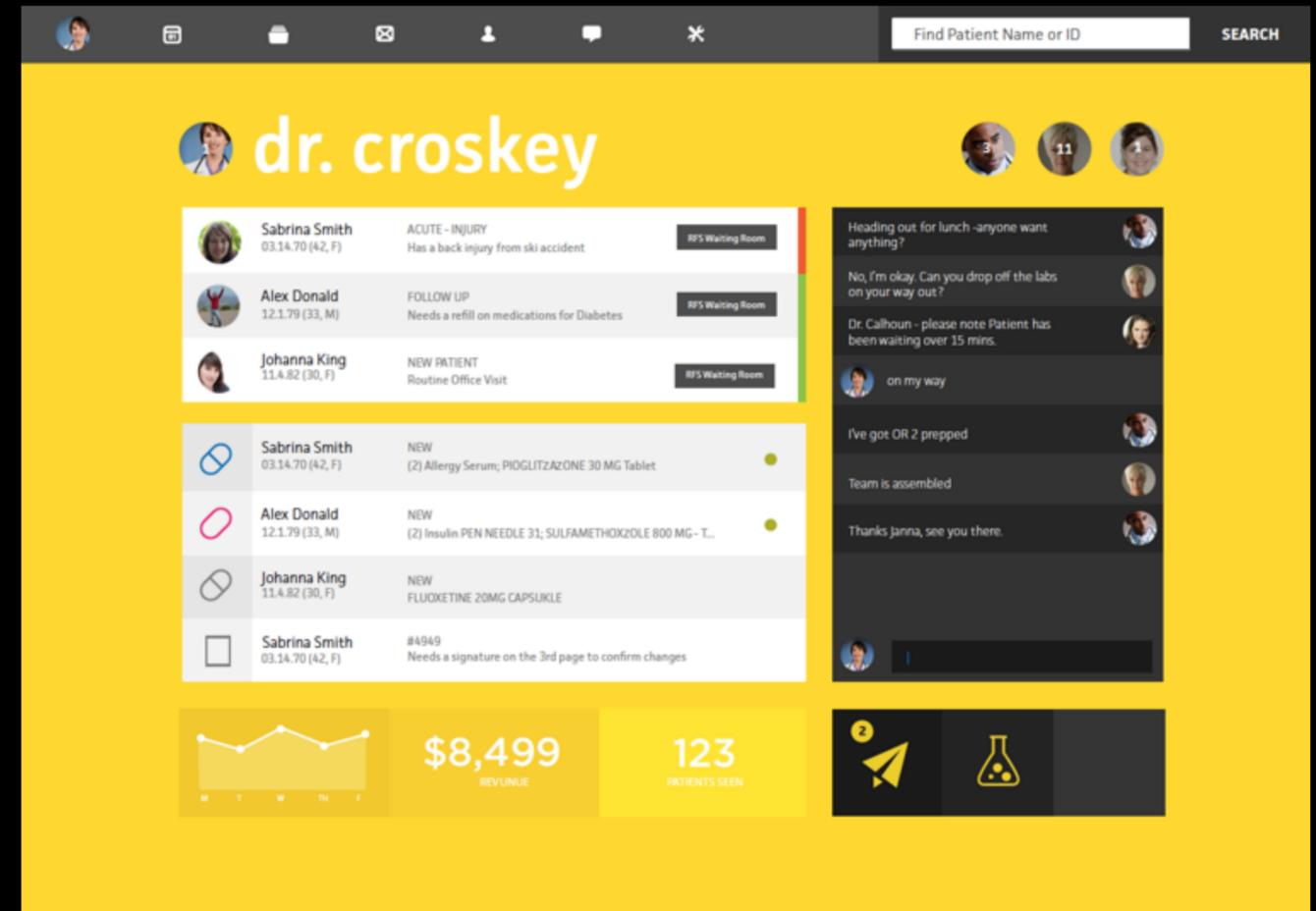






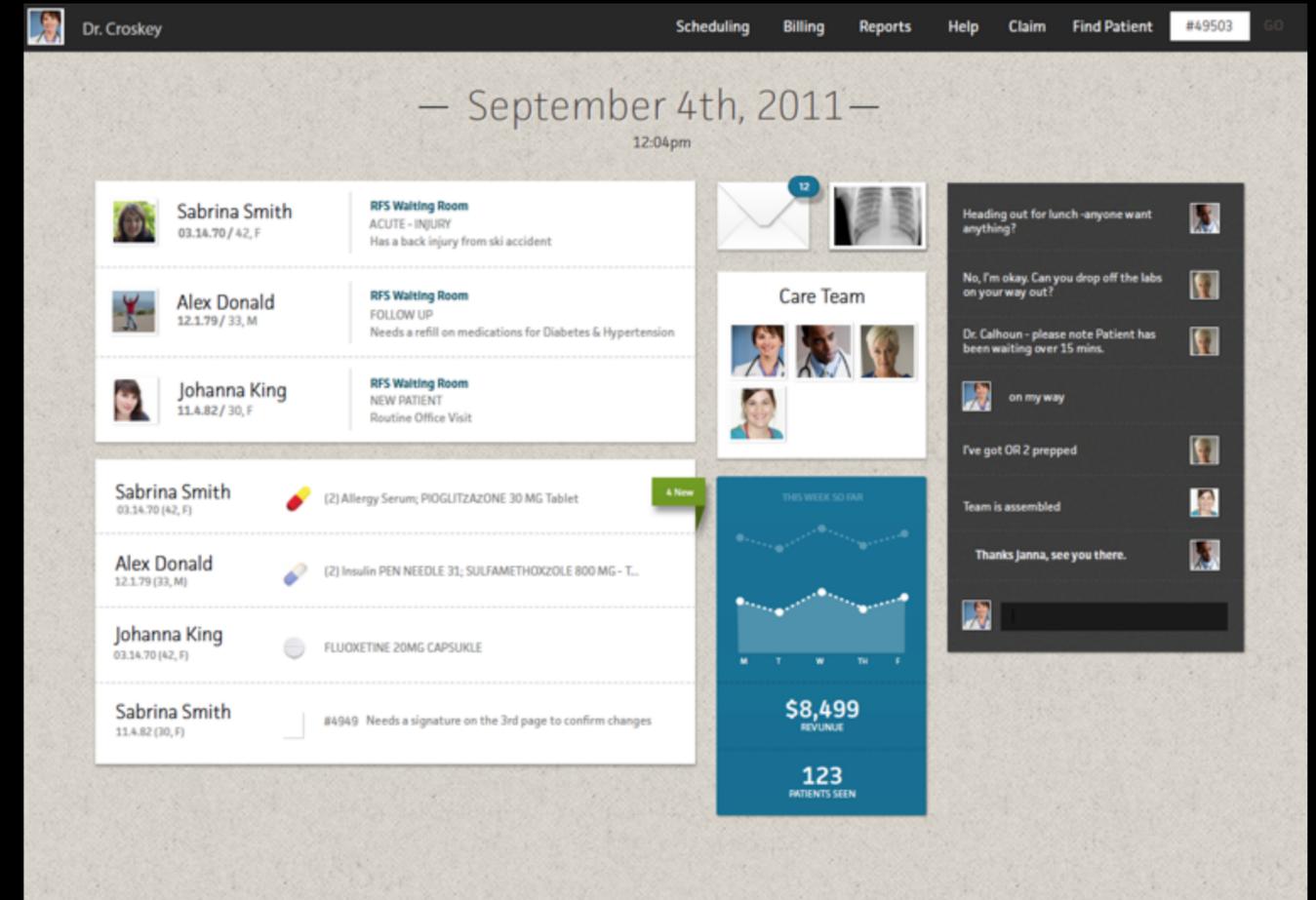
BOLD DIRECT

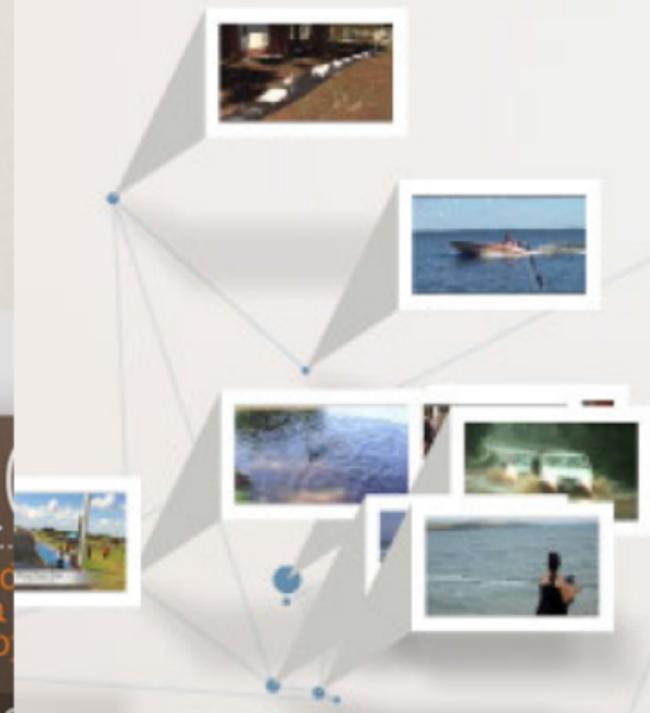
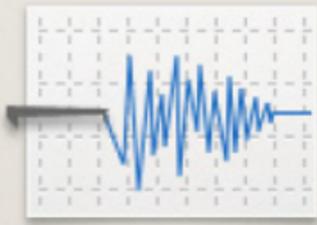
visual language
 light, neutral backgrounds
 large colored backgrounds
 pops of punchy colors
 high contrast
 dramatic type heirachy
 some reversed type
 circular buttons and icons
 flush, borderless images
 flat colors and buttons



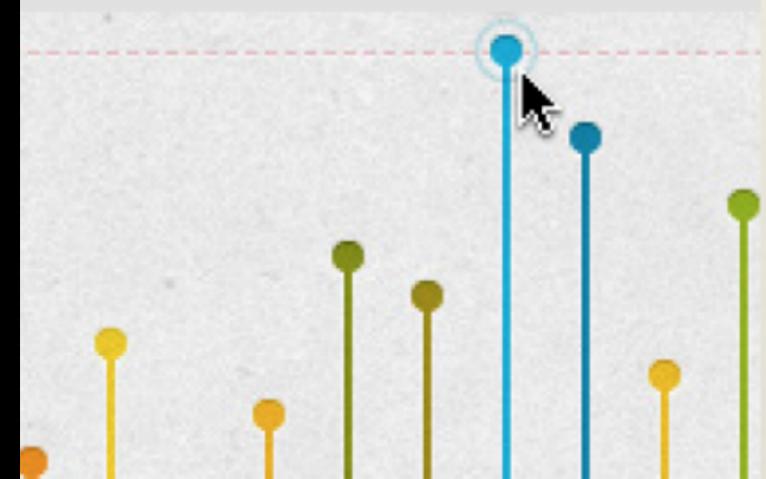
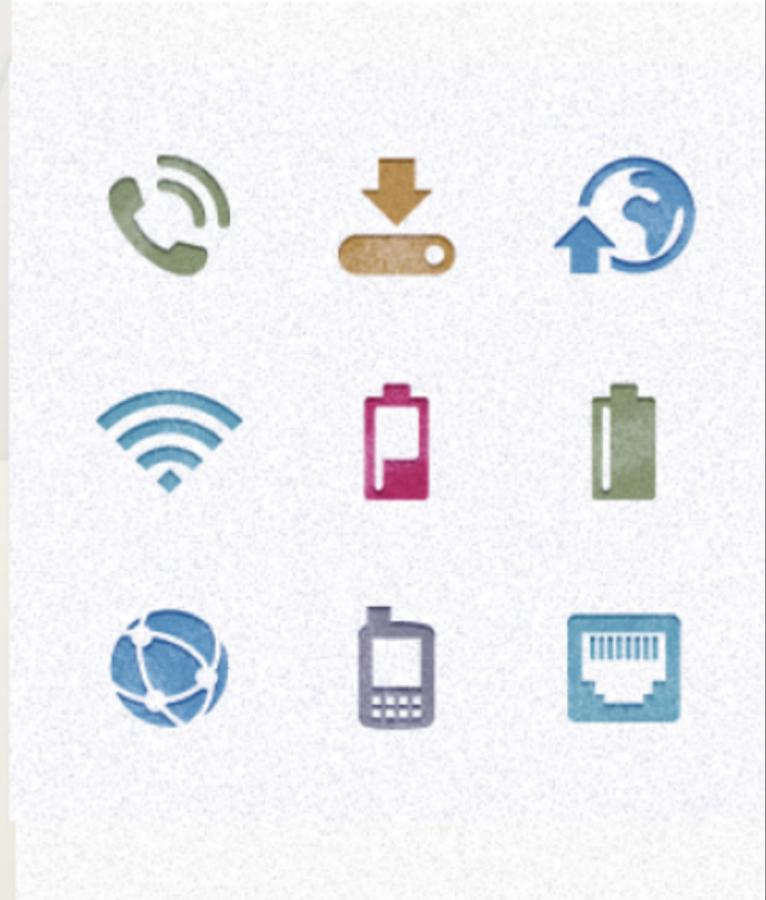
Warm & Real

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

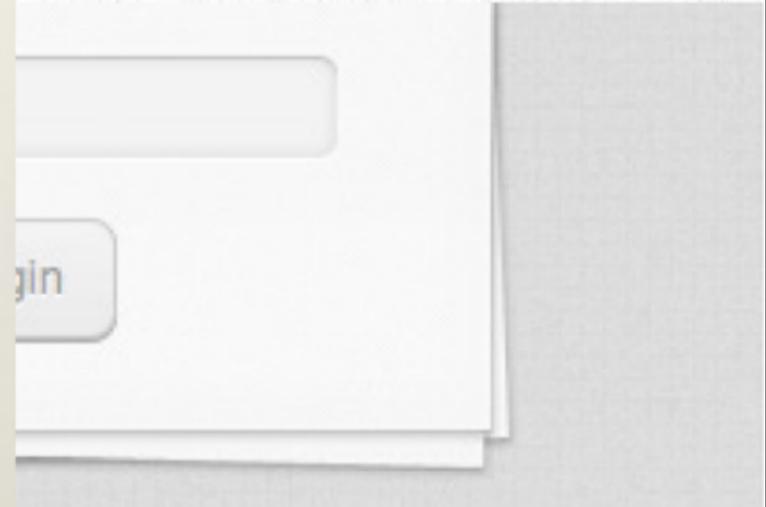


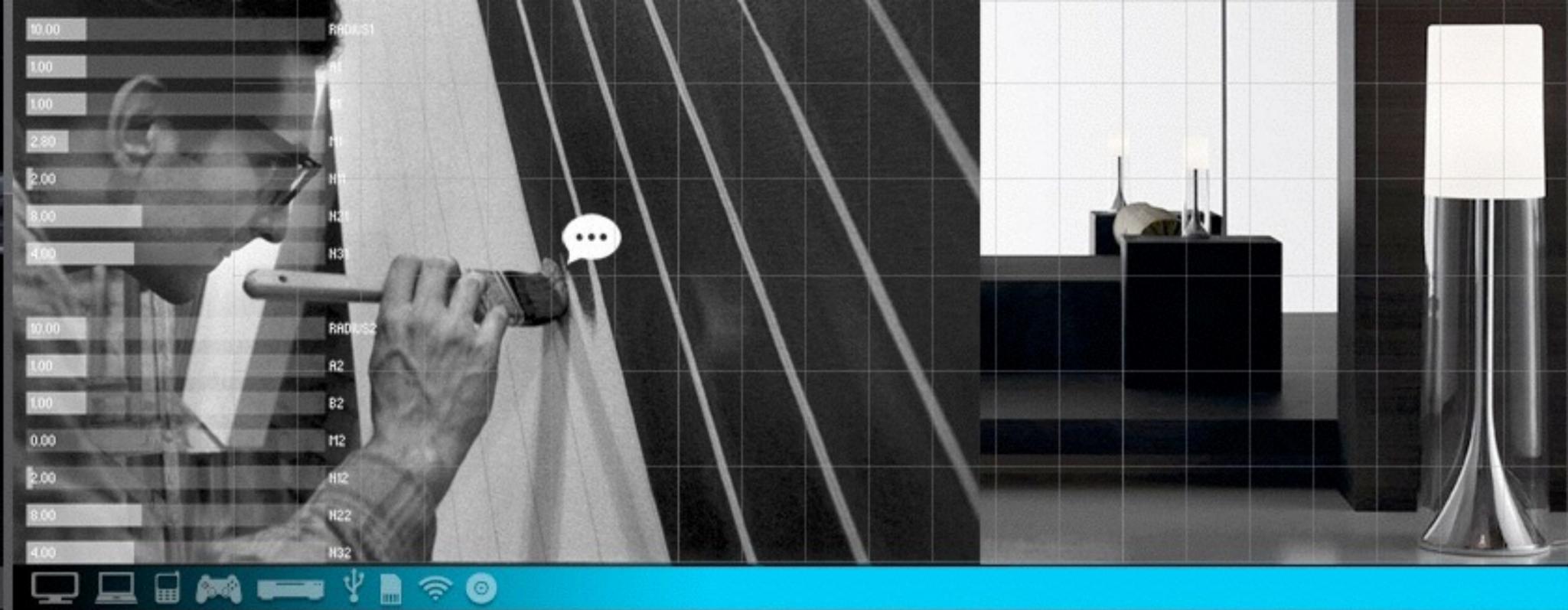
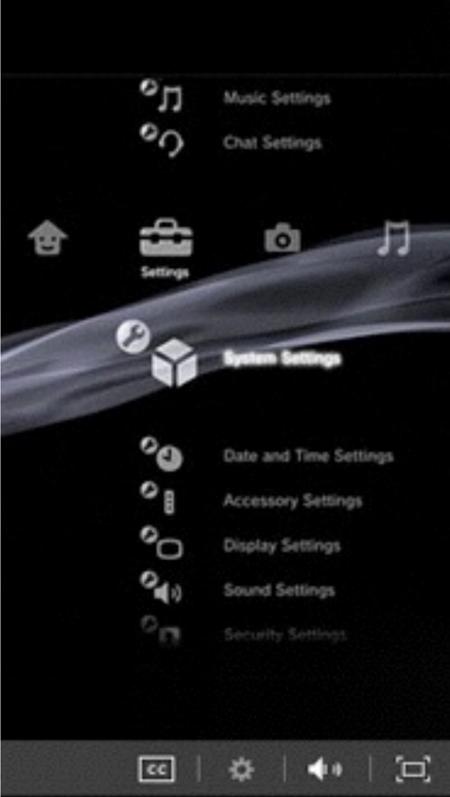


	3 feed three people \$6	5 feed five people \$10	10 feed ten people \$20
	30 feed thirty people \$60	40 feed forty people \$80	50 feed fifty people \$100



A DAY
IN THE
LIFE OF





A control panel with various settings and a video player interface.

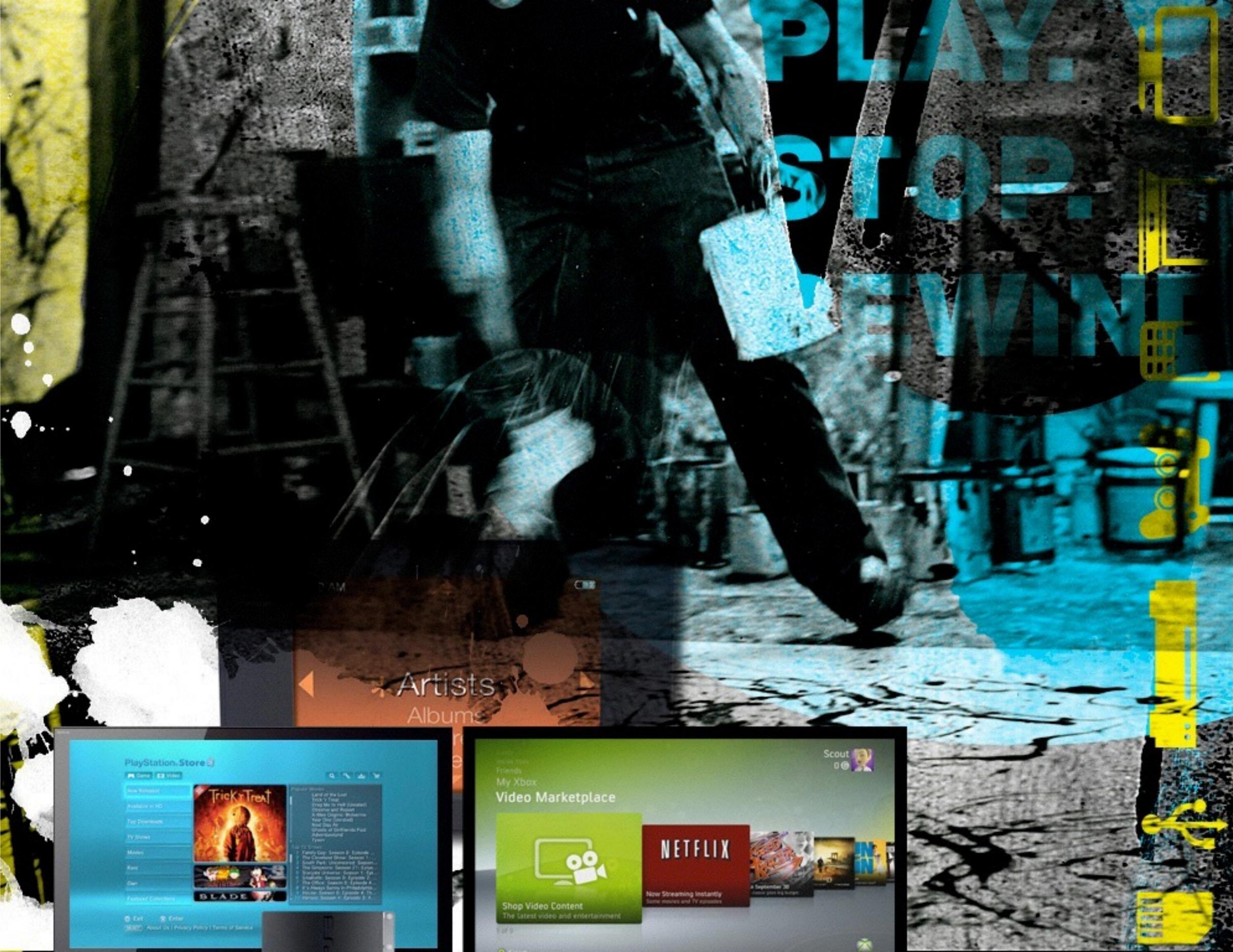
- 0.05 DETAIL
- 1.00 THETA
- 1.00 PHI
- TRIS QUADS LINES LLOOP POINT
- COLOR TILES WHITE ZEBRA CORAL
- TRIP0 TRIP1 TRIP2
- 21.27 STRIPS

Autoplay is off

00:07 / 00:09

Below the video player, there are several lines of small, illegible text.





Artists
Albums

PlayStation.Store

Game Video

New Releases

Available on PS3

Top Downloads

TV Shows

Movies

Free

Own

Featured Collections

Exit Enter

PSN

Trick 'n' Treat

BLADE

Popular Movies

- Lord of the Lost
- Trick 'n' Treat
- Crash Me to Hell (Special)
- Orange and Red
- A New Orleans Valentine
- Year One (Special)
- Real Day After
- Crash at Castleford Park
- Adventures of Tintin

TV Shows

- Family Guy: Season 8: Episode 1
- The Cleveland Show: Season 1
- South Park: Unimpaired: Season 1
- The Simpsons: Season 21: Episode 1
- Bravely Default: Season 1: Episode 1
- Unsub: Season 1: 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