

# Branding & Logo Design Overview



Mercedes-Benz



**What is Branding?**

**What is Branding?**

**What is a Logo?**

What is **Branding**?

What is a **Logo**?

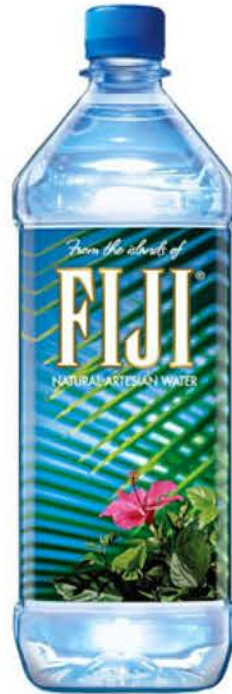
Aren't they the *same* thing?







# Branding



# Brand



“

...a known identity of a company in terms of what products and services they offer but also the **essence** of what the company stands for in terms of **service** and other **emotional, non tangible consumer concerns...**

most economical? superior service? environmentally responsible?

...Each communication is **deliberate** in evoking emotion in the receiver to leave him/her with an essence of what the company or person stands for.

”

— Donna Antonucci

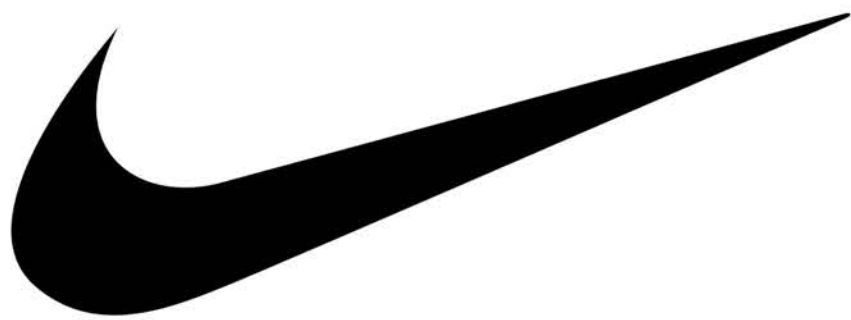


# Brand



# Logo







1972



1978

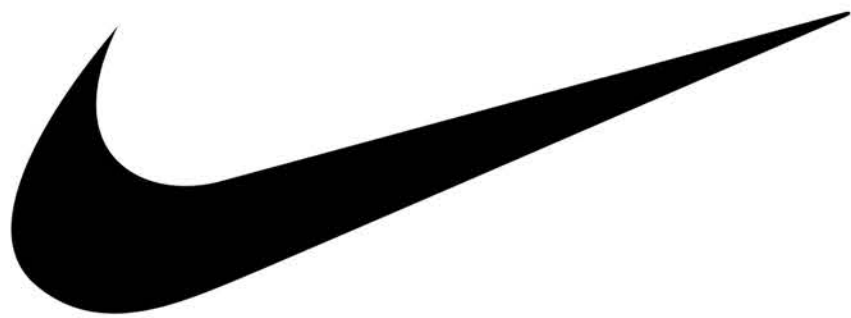


1985



Now









Daru Staircase with the *Nike of Samothrace (Winged Victory)*, Denon wing, Louvre Museum

Photo by Marie-Lan Nguyen

**Brand  $\neq$  Logo**

**Brand  $\neq$  Logo**

**Brand  $>$  Logo**







# Research!

- Learn about the company.
- What do they do?
- What's their mission statement / core values?
- Who are their competitors?
- What makes them unique in their field?
- Who are they trying to reach and where/ how will they find them?
- What's the company's culture? ("stable/secure" or "bold/innovative")



# Ideation & Concept Development

- Brainstorm
- Mind maps
- Word association
- Look for inspiration from nature, history, mythology, pop-culture, etc.
- Figure out the mood/vibe/voice/personality
- Need to understand the focus and purpose before you can design (need the "Why?")
- Sketching . . . LOTS of sketching!!



Logo design ideas for *Magic City Brewfest* by Amy Pinney

initial explorations

[illegible]

rooted to the earth  
 feet in the sand  
 from generation to generation

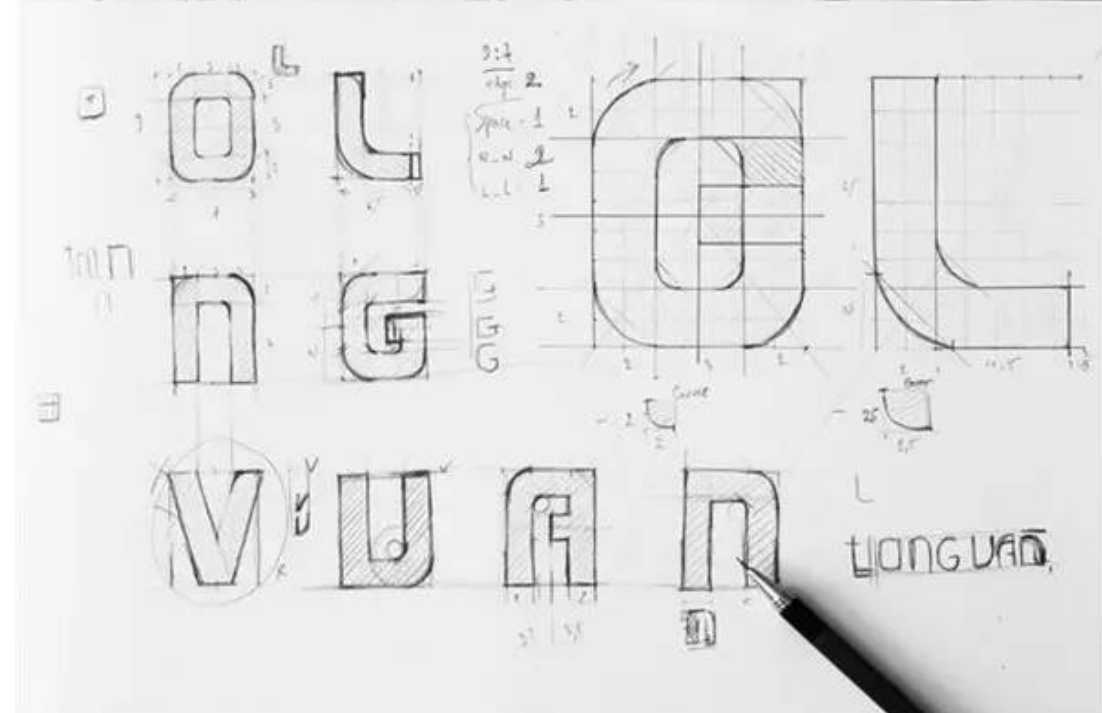
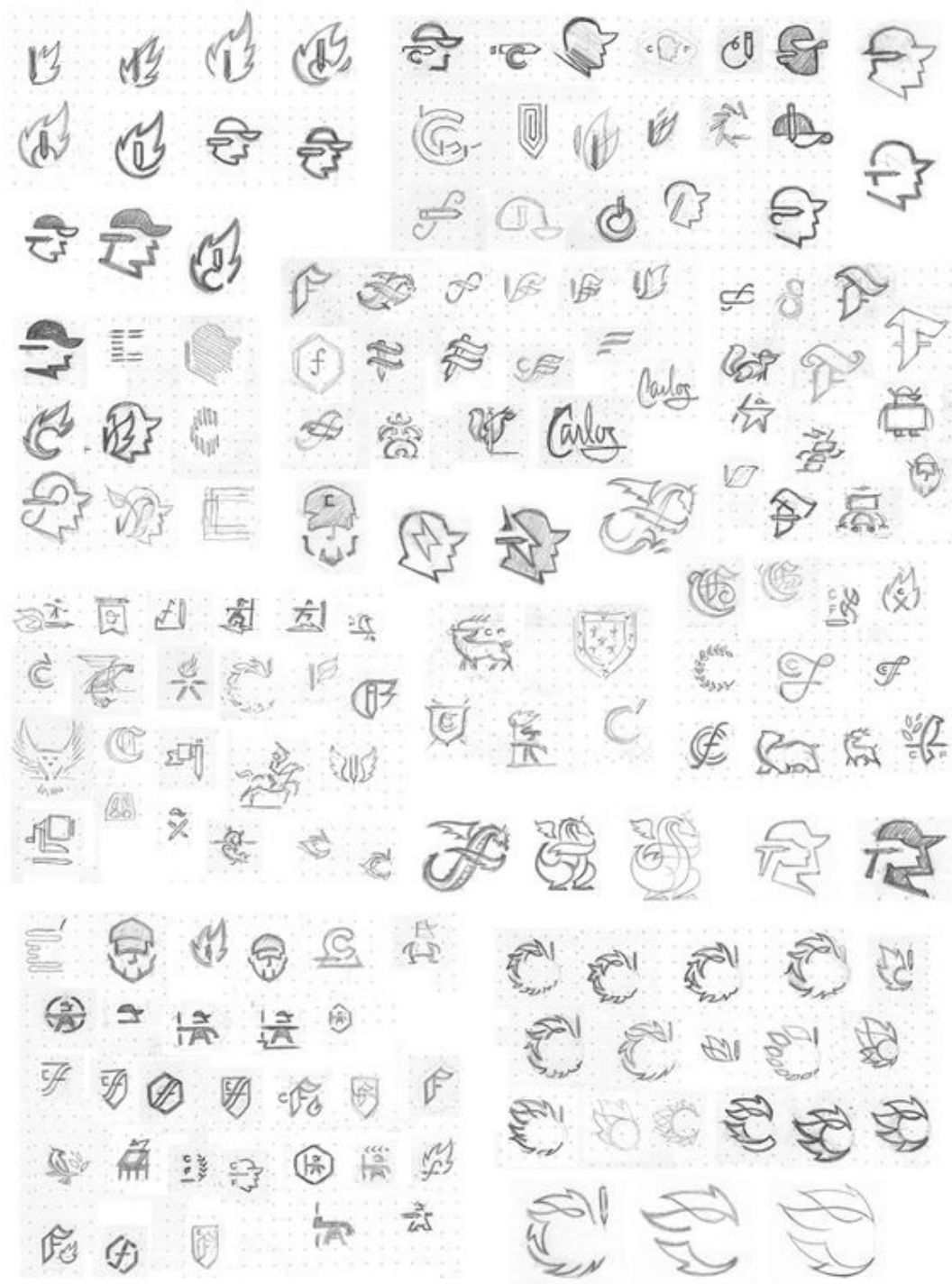
legacy  
heritage  
our shared past  
technology  
the internet  
Facebook/Twitter/Flickr/  
LinkedIn, etc.  
digital  
Skype  
face-to-face  
being understood  
holding hands

### Further Development

overlap  
come together  
gather  
try  
reach  
laugh  
smile  
share  
talk  
holidays  
trips  
travel  
food

love  
heart to heart  
connecting the dots  
Connect Four (the game)  
family  
cousins  
understanding  
making connections  
re-connect w/ old friends  
disconnect  
tickets, tips, training tickets  
thinking  
discovery  
breakthroughs  
the "aha" moment  
survive  
put together  
put apart  
vertical  
duct tape/give/staple  
join  
land  
women  
endurance  
cave  
communicate  
tending a punch  
make contact  
hit home  
strike a chord  
the last hitting the baseball  
telephone  
operator  
shakes/waves/calm vs. knock  
nature (the film)  
any time/anywhere

<b>Data's Additions</b>	
network	make love
interface	yoga
interlock	marriage
snip	marry
become	birth
dipper	cycle
contact	draw
last	goose
hedge	vered
meter	rose
river	time
marshy	concrete/jamset
down	dream
pattern	which
stern	hinge
cabins	beginnings and endings
boots up	circle
humblebush	alpha and omega
bug	phase
colossal	reflect
colossal	think
map	pander
twice upside	wonder
face time	action
food	open
reach out	mediate
tenet	iron
be	hear
constellation	watch
Big Dipper	smell the roses
Little Dipper	Appreciate
Orion's Belt	





# Moodboards

- Has to be based on a strong CONCEPT (otherwise it's just colors & random photos)
- Organized
- Hierarchical
- Groupings/clusters
- Color Palette
- Typography
- should read as one "unit", not a bunch of small separate things





## RESEARCH: SAMPLE OF MUSIC FESTIVALS IN DETROIT



**Movement Music Festival**  
"Detroit's annual electronic music festival"  
[www.movement.us](http://www.movement.us)



**Detroit Jazz Festival**  
"celebrating Detroit's rich history of jazz music"  
[www.detroitjazzfest.org](http://www.detroitjazzfest.org)



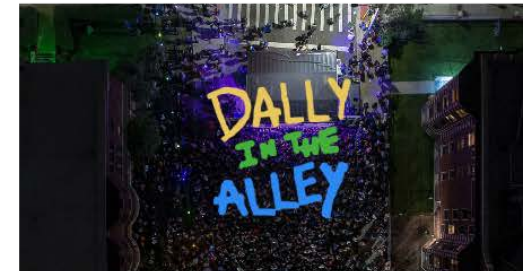
**Detroit Music Weekend**  
"performing arts-based cooperative uniting city and suburbs"  
[www.detroitmusicweekend.org](http://www.detroitmusicweekend.org)



**Sidewalk Detroit**  
"celebrate life in Detroit through public space & experience design"  
[www.sidewalkdetroit.com](http://www.sidewalkdetroit.com)



**Arts Beats & Eats**  
"Celebrating Art, Music, Cuisine & Community"  
[www.artsbeatseats.com](http://www.artsbeatseats.com)



**Dally in the Alley**  
"Detroit's largest community festival"  
[www.dallyinthealley.com](http://www.dallyinthealley.com)



**DIY Street Fair**  
"celebrates the passion and drive to get DIYers art out in the world"  
[www.ferndalediy.com](http://www.ferndalediy.com)



**Electric Forest**  
"The epic summer celebration of booze, BBQ, and live music!"  
[www.electricforestfestival.com](http://www.electricforestfestival.com)



**Pig & Whiskey**  
"The epic summer celebration of booze, BBQ, and live music!"  
[www.pigandwhiskeyferndale.com](http://www.pigandwhiskeyferndale.com)

## RESEARCH: Competitors' Logos



multi-city / newbornphotography.com



multi-city / belababypotography.com



based in Brighton / christinamaria.photo



based in Pleasant Ridge / luluanlulu.com



based in Metro Detroit / babylovephotography.com



based in Howell / jessicamelinephotography.com



based in Grand Rapids / sweetsimplephotography.com

(PHOTOGRAPHY) BY TRUDI LYNN

based in Brighton / photographybytrudi.lynn

HEATHER READ  
PHOTOGRAPHY

based in Metro Detroit / heatherreadphotography.com



based in Kalamazoo / ellendykstraphotography.com



based in Plymouth / lisacarmodyphotography.com



based in Waterford / michigannewbornphotographer.com

## RESEARCH: Style & Inspiration



## IDEATION: Concept No.1



## IDEATION: Concept No.2







# Michigan Newborn BRAND GUIDE

**Main Logo**

**Logo Variations — Vertical**









**Logo Variations — Horizontal**





**Logo Elements — can be used independently**











**Alternative Logos — Grayscale + Reversed**

**Typography**

**Color Palette**

**Michigan**  
FONT / Sweet Pea (Regular)  
-50 tracking on whole word  
+75 kerning between "M" and "I"  
MAJ / ABCDEFGHIJKLMNOPQRSTUVWXYZ  
MIN / abcdefghijklmnopqrstuvwxyz  
NUM + SYM / 1234567890!@#\$%^&\*()\_+~=:?><

**NEWBORN**  
FONT / Beloved Sans (Regular)  
-30 kerning between "B" and "O"  
-50 kerning between "O" and "R"  
MAJ / ABCDEFGHIJKLMNOPQRSTUVWXYZ  
MIN / ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NUM + SYM / 1234567890!@#\$%^&\*()\_+~=:?><

**PHOTOGRAPHY**  
FONT / Aristelle Sans (Regular)  
MAJ / ABCDEFGHIJKLMNOPQRSTUVWXYZ  
MIN / ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NUM + SYM / 1234567890!@#\$%^&\*()\_+~=:?><

**Paragraph Text**  
FONT / Alergia Normal (Light)  
This is a robust family with many weights and options, which you can use as your body copy throughout your pieces.  
MAJ / ABCDEFGHIJKLMNOPQRSTUVWXYZ  
MIN / abcdefghijklmnopqrstuvwxyz  
NUM + SYM / 1234567890!@#\$%^&\*()\_+~=:?><

**Color Palette**

**PRIMARY**

**BLACK**  
HEX #000000  
C 100 R 0  
M 100 G 0  
Y 100 B 0  
K 100

**PURPLE**  
HEX #55488B  
C 70 R 85  
M 75 G 72  
Y 0 B 139  
K 20

**PINK**  
HEX #F05B7D  
C 0 R 240  
M 80 G 91  
Y 30 B 125  
K 0

**YELLOW**  
HEX #F0DA4E  
C 2 R 240  
M 5 G 218  
Y 80 B 78  
K 5

**SECONDARY**

**GREEN**  
HEX #92BD6D  
C 40 R 146  
M 0 G 189  
Y 70 B 109  
K 10

**LT. PURPLE**  
HEX #7769AF  
C 60 R 119  
M 65 G 105  
Y 0 B 175  
K 0

**LT. PINK**  
HEX #F37C90  
C 0 R 243  
M 65 G 124  
Y 25 B 144  
K 0

**TURQUOISE**  
HEX #39B4B1  
C 70 R 57  
M 6 G 180  
Y 35 B 177  
K 0

**Contact Info**

 **CREATIVE JUICES DESIGN**  
DESIGNER: Libby Welch / Creative Juices Design, LLC

# Sources, Examples & Extras

<https://justcreative.com/2008/01/08/how-to-design-a-logo/>

<https://medium.com/@LogoGeek/inside-a-logo-designers-sketchbook-3804e553809b>

<https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>

<https://heidicochen.com/30-branding-definitions/>

<https://nodinx.com/5-basic-types-of-logos/>

REDESIGNS: <https://www.underconsideration.com/brandnew/archives/editorial/spotted/>

HISTORIES OF LOGOS: <https://1000logos.net/>

**MOCK-UP ASSETS:** <https://www.freepik.com/search?dates=any&format=search&page=1&query=signage%20mockup&sort=popular>