

# BRAND IT.

MARYLE  
MALLOY

CRAFTING A BRAND IDENTITY  
THE FORTUNE 500 WAY

THE COMPONENTS OF A GREAT BRAND

Logos  
Color  
Fonts &  
Typography  
Imagery  
Voice  
Design  
Positioning

A BRAND IS THE SUM OF ITS PARTS



# LOGOS

## WHY YOUR LOGO IS IMPORTANT

Your logo is your company's first introduction to customers. It is a powerful tool that establishes your mark in the business world. It separates you from your competition, and your audience expects it

However...

Don't expect your logo to communicate everything about your brand.

According to leading brand expert Re Perez, there are 5 different types of logos, ranging from literal, word-driven, and conceptually simple to symbolic, image-driven, and conceptually complex:

There is no right or wrong here as long as your logo intentionally attracts your ideal client or customer.

## Word Marks

Famous examples include the logos for Coca-Cola, Disney, Mobil, Canon, Sony, Visa, Google, Facebook, Yahoo and Pinterest.

## Letter Marks

Famous examples include the logos for Cable News Network/CNN, Home Box Office/HBO, and Procter & Gamble/P&G.

## Brand Marks

Famous examples include the Apple silhouette, the Target bullseye, the Nike 'Swoosh', the Red Cross symbol, and the WWF panda.

## Combination Marks

Famous examples include the logos for Adidas, Doritos, Lacoste, Pizza Hut, Xbox, McDonald's, Walmart, Microsoft and Domino's Pizza.

## Emblem Marks

Famous examples of emblems include the logos for Ford, Starbucks, Harley-Davidson, UPS, MasterCard, Burger King and the NFL.

## Questions to Ask

1

Do you want your logo to be literal or more conceptual?

2

What story do you want your logo to convey?

3

What font type suits your story, serif, sans serif, or script?

4

Are you placing emphasis on the right words or symbols?

5

What do you want people to remember about your logo?

6

What type of logo will appeal to your ideal audience?

7

How can I make my logo stand out from my competitors?

8

Will my logo look good in black and white, color, or all white?

9

Will my logo look good both in print and online?



# COLOR

There's a tremendous amount of theory and psychology around color and it's important to know that different colors appeal to different people. It's also important to understand basic color psychology.

**DID YOU KNOW** that the brain reads color before it reads content?

## Setting the Mood

A great color palette sets the mood and elicits an emotional response from the viewer, so the color palette you select must reflect the type of services or products you are promoting.

## Key factors to consider when selecting colors for your brand identity.

- You must understand your target market.
- Possess basic knowledge of color psychology.
- Apply that knowledge to create a color palette that matches your type of business and your target market.
- Ensure that your brand identity translates well in print and digital media.

# Color Psychology & The Meaning of Colors

Red is the color of danger and passion, as well as excitement. It's a very strong color and can elicit strong reactions in people. Lightening it to pink makes it more feminine and romantic while darkening the hue to maroon makes it more subdued and traditional.



Orange is a very creative color associated with adventure and youth. It's very energetic as well. Because of orange's strong ties to the 70s style, it can also evoke a retro feeling.



## Color Psychology & The Meaning of Colors

Yellow is happy, optimistic, and cheerful. It's popular in designs for children and adults alike. More pastel hues are often used as a gender-neutral baby color, while brighter yellows are popular in creative designs. Darker shades of yellow become gold, which is associated with wealth and success.



Green has varied associations. On the one hand, it provokes feelings of wealth and tradition (particularly darker hues), while on the other hand, it's strongly associated with environmentalism and nature. Lime greens are often associated with renewal and growth.





## Color Psychology & The Meaning of Colors

Blue is most often associated with loyalty and trust. Brighter blues can be affiliated with communication, while duller and darker blues can be associated with sadness and depression. Blue is the most universally liked color in the world, which may explain why so many companies opt for blue shades for their branding.



Purple is another hue with varied meanings. It's long been associated with royalty and wealth (since the purple dye was rare in many ancient civilizations, it was reserved for royalty). But it's also associated with mystery and spirituality. Purple can also evoke creativity.



## Color Psychology & The Meaning of Colors

Black implies sophistication and luxury. It can also be tied to sorrow and negativity, however. Depending on the other UX colors being used alongside black, it can feel modern or traditional, formal or casual.



White is tied to purity, innocence, and positivity. White is also very popular in minimalist designs, due to its neutrality and simplicity. Like black, white easily takes on the characteristics of other colors it's used with



## Color Psychology & The Meaning of Colors

Gray has varied meanings, depending on context. It can be conservative and sophisticated or dingy and dull. It can be emotionless or moody. It can also be associated with sorrow and sadness

Brown (which is a dark shade of orange) is associated with being down to earth and grounded. It's also associated with nature and even coziness. And, of course, it can be affiliated with being dirty or dingy.

Do your brand's colors “jive” with this information?

## Questions to Ask

1

Do you want your brand to have a singular color or a range of colors?

2

Are your colors consistent across all your media in print and online?

3

Have you tested them in various media?

4

Is your brand better suited to cool colors or warm colors?

5

Are your colors complementary colors, hues, shades, tints?

6

Do you need to check the symbolism of your colors in other countries?

7

Are your colors flexible enough for a range of applications?

8

Do your colors support your brand's style (architecture)?

9

Do you need to use different colors to differentiate different products?

**cold,  
smooth  
& tasty.**

*Real Love*

**A GLOBAL  
CRISIS**

783 million people do not have access to clean and safe drinking water globally according to the United Nations Millennium Development Goals Report

*Curlz*

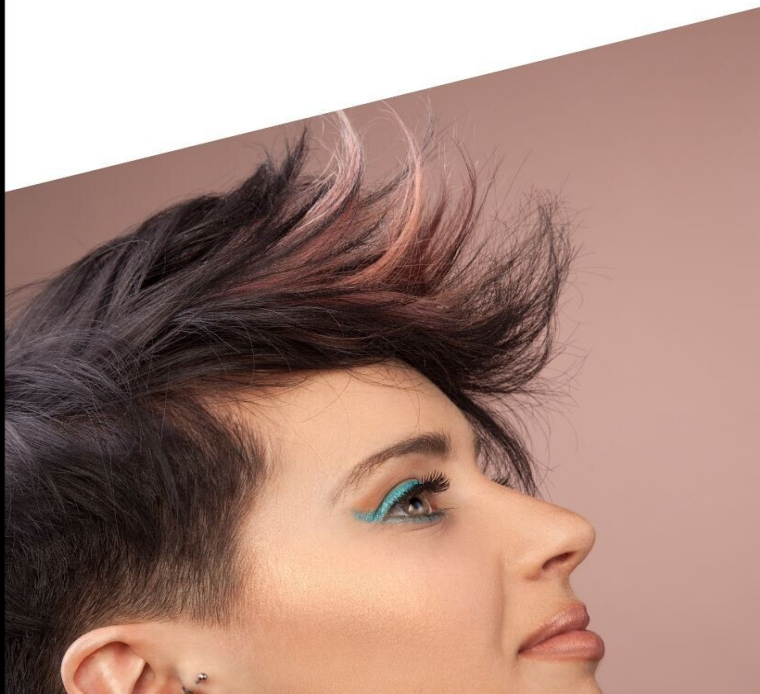
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## Fonts & Typography

When choosing a font to match your brand's personality and messaging, consider the design of the font itself. Is it bold like our "**cold, smooth & tasty**"? Is it a bit sloppy like "Real Love" or geometric like "A Global Crisis"?

Do you think the graphic to complement the typeface "Curlz" shown here works for a cool hair salon?

Each of these attributes has its associated connotations, so use them to your advantage and create a brand experience that includes typography to suit your brand.



## Questions to Ask

1

Are your fonts distinctive? That may be good or not depending on your market.

2

Are you using too many fonts? We recommend 2-3

3

Does your font match the style of your industry or profession?

4

What characteristics does your font represent? Bold, conservative, modern, classic?

5

Are you using your fonts consistently across all print and online media?

6

Is all your content written with your typeface legible?

7

Does the typeface complement your logo?

8

Does your typeface include matching glyphs (bullets, symbols, numerals)?

9

Is the size of your font meeting all legal requirements on your products or in your content?



## Imagery

Imagery is a graphic designer's idea of heaven! And, yes it's true that an image is worth a thousand words, and a video. well, even more.

What is the story you're trying to tell, and does your imagery complement your story? If viewers look at your imagery, do they understand what your brand is all about?

Here's where the heart-mind connection really comes into play. Is it clear to you from this graphic that this is a veterinary clinic? Is it clear that this puppy feels safe in the arms of this person? Would you trust your pet with this vet? I bet you would.



## Voice

The term Voice as it relates to your brand, is another word for your brand's personality. It's also referred to as "brand voice."

The stronger your brand's voice, the more it stands out in the crowd. Consider the strength of Apple's voice, for instance. It attracts raging fans, our design team among them. Another use for a brand's voice may be to repel non-ideal customers.

Think about these competing brands' voices and how they appeal to or repel their respective audiences.

Nike vs Adidas  
Starbucks vs Dunkin Donuts  
Apple vs Dell  
Shopify vs Woo Commerce  
Papa Murphy vs Pizza Hut

Are you getting the picture? Is it time to order a pizza?



## Questions to Ask

1

What are the 5-8 words that describe your personality.

2

Do your images describe your personality? Look at your messaging, is your personality coming through in the content?

3

Is your voice consistent in all your messaging both online and in your marketing collateral?

4

Is your voice appropriate for your industry or profession? Does it stand out from the rest of your competitors?



Courtesy of Devotions, a jewelry and fashion brand we launched in 2023.

## Design

*“Design is not just what it looks like and feels like. Design is how it works.”*

~Steve Jobs

As a full-service branding and marketing agency, we know that most business owners don't understand design and its relevance to branding. That's why we play an important role in our client's success.

On the next page, we posed key questions about design and how to enhance your viewers experience.

## Questions to Ask

1

Does the design and layout communicate your brand's voice and message?

2

Does the layout of your brand enhance the information as well as the viewer's experience?

3

Are products/services that generate the greatest revenue displayed most prominently?

4

Do you have systems (funnels) in place for nurturing leads and turning them into sales?

5

Are your designs and brand consistent across all channels, online and offline?

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Courtesy of Devotions, a jewelry and fashion brand we launched in 2023..



# Positioning

Don't underestimate the importance of Brand Positioning.

Most of the small businesses and entrepreneurs we serve are playing in niche markets, so you'll want to work with an Agency that is both strategic and holistic.

Wide Web Advisor is just that type of Agency. With services ranging from branding and design to our full complement of marketing services and unique Management and Business Accelerator programs, we possess the ability and the strength to customize and allocate the best resources and platforms for each client.

## Key Questions to Answer

- Who is your target audience(s)?
- What problem do you solve?
- Why should people listen to you?
- What makes you or your company credible?
- What differentiates you?

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