Identity Design

Logo vs Logotype

 A logo is a graphic symbol or icon used to promote and identify an organization, individual or brand.

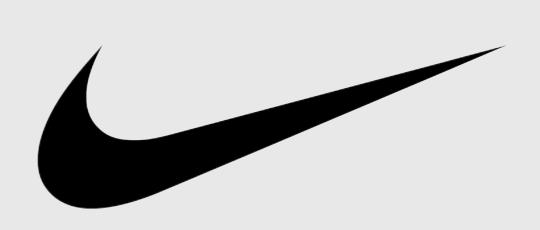
 A logotype is a standardized, and often specialized, typographic treatment of the text that makes up an entity's title or brand.

Logo vs Logotype









Logo vs Logotype





Microsoft

Typeface vs Font

 A typeface is a representation or interpretation of text characters. Thus, Helvetica, Futura, and Garamond are three different typefaces, not three different fonts!

 A font is technically the complete set of a particular size and/or style of a typeface. Thus, all the letters and characters in 9 point Helvetica constitute a font. Also the complete set of letters and characters in 10 point Helvetica Bold constitute a font.

Typeface vs Font

Mary had a little lamb.

Mary had an identity crisis.

Typeface vs Font

Mary had an identity crisis

Mary had a little lamb.

Branding vs Identity Design

Key aspects of branding

- Behavior
 - conduct and actions towards stakeholders
- Appearance
 - tangible, aesthetic, sensory artifacts
- Messaging
 - tone, attitude and style in verbal communications

Branding vs Identity Design

- Identity Design
- Product Design
- Advertising / Messaging
- Retail Experience
- User Experience
- Customer Service

















Brands















oor Racim Sunday, August 13At 6, 9,555. For a rocking ristore event, Karim will be signing his beake hom. Zill 555 to live sources by the word's bed electroteach band it lang. Cong. Counterfeit. Drive us and en al, the Karim Radiid Silva Ji Day, Gim Diaw Sale, items in the stole will have 25% discounts with incentions.



Kerim Resh & Shop 137~W 196 Sr. between 6th and 76 Ar. F 212 337~8078 . F 212 337~8515 , www.hertmoshietop.co



How an Identity can Manifest

- Color
- Composition / Layout
- Typeface
- Photography/Styling
- Tone /Language
- Logo / Mark

Putting it to Use

- Resume
- Business Card
- Portfolio
- Website
- Email Signature



How to use it

• Brand Standards

Naming Conventions & Organization