

# 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

*Coca-Cola*

WALT DISNEY

FedEx

**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



*Karim*  
karim rashid



Join Karim Sunday, August 13th 6-9 PM for a rocking in-store event. Karim will be giving his books from 7-8 PM to the sounds of the world's best electronic band (Tang Gang Caution!!). Drive up and enter the Karim Rashid Shop 2 Day 50% Sale. Items in the store will have 20% discount with inspiration.



Karim Rashid Shop 137 W. 18th St. between 6th and 7th Ave.  
P: 212 337 8078 F: 212 337 8515 [www.karimrashidshop.com](http://www.karimrashidshop.com)



# 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