

REVISED AND EXPANDED

Brand Identity Essentials

100 Principles for Building Brands

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Introduction

Brand Identity Framework

Essential Tools

IMAGE

1. Illustrative logos
2. Visual style
3. An aesthetic niche

COLOR

4. Color choices
5. Applied color
6. Color signals

TYPOGRAPHY

7. Logotypes
8. Type choices
9. Type and meaning

SHAPE

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11. Graphic patterns
12. Shape meaning

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13. Contrast in composition
14. Contrasting elements
15. Get different

DIMENSION

16. Logos in real life
17. Physical space
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SYMBOLS

19. Cultural symbols
20. Symbol systems
21. Brands as symbols

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- 22. The name game
- 23. Editorial style
- 24. Brand voice

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- 25. Lay a foundation
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- 27. Staying on brand

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- 28. Set the stage
- 29. Consider each scene
- 30. Brand narratives

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- 31. Each moment matters
- 32. Total time
- 33. Opportunity cost

Essential Decisions

PSYCHOLOGY

- 34. Understand your customer
- 35. Deliver an experience
- 36. Brand psychology

WIT

- 37. A reason to smile
- 38. Fun with programs
- 39. Stay human

TRENDS

- 40. Watch trends
- 41. Relevant programs
- 42. Macro trends

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- 44. The right channel
- 45. Medium is the message

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- 46. Business of crowds
- 47. Bend without breaking
- 48. Customers own the brand

PROCESS

- 49. Generate ideas
- 50. Develop good filters
- 51. Support the strategy

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- 52. Making to think
- 53. Failing is learning
- 54. Prototype iteration

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- 55. Brand clarity
- 56. Brand layer cake
- 57. Managing multiple brands

STANDARDS

- 58. Graphic specifications
- 59. Application rules
- 60. Brand bibles

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- 61. Do the right thing
- 62. Economy of templates
- 63. Walk the talk

OWNERSHIP

- 64. Protect trademarks
- 65. Iconic value
- 66. Own an aesthetic

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- 67. Logo life cycles
- 68. Evolve with customers
- 69. Plan for change

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- 70. Know competitors

- 71. Program differentiation
- 72. Competitive position

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- 73. Seek timelessness
- 74. Take chances
- 75. Dial into human needs

POSITIONING

- 76. Identify your customer
- 77. Stake a claim
- 78. Make tough choices

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- 79. Customers are people
- 80. Users versus markets
- 81. Universal design

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- 82. Do your homework
- 83. Embrace constraints
- 84. Key insights

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- 85. Stick with a good idea
- 86. Confident programs
- 87. Decisive brands

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- 88. Interactions are opportunities
- 89. Customer perspective
- 90. Experience planning

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- 91. Identify all the parts
- 92. Look for connections
- 93. Inputs and outputs

INSPIRATION

- 94. Look for ideas everywhere
- 95. Work the problem
- 96. Inspiration in context

PURPOSE

97. Design consequences

98. Behavior and belief

99. Net effect

100. Keep it simple

Brand Audits

Curriculum for Educators

Acknowledgments

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