

BRAND DESIGN

**BRAND IDENTITY**

**“Creativity may well be the last legal unfair competitive advantage we can take to run over the competition.”**

Dave Trott



### Notes:

## 6 Characteristics of a Well Designed Visual Identity

## 1 Flexible

When design is flexible, it can adapt to change. The

When designing your brand's visual identity, don't just think about today. The designs should be able to grow as your brand grows.

Think about your brand's vision, where does your brand want to be in 5-10 years?

What new products or services might your brand develop in the future?  
What additional industries might your brand expand into?

Make sure your visual identity supports the possibilities of growth.

## 2 Targeted

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Creating beautiful designs and products won't have any effect on the success of your brand if they are not displayed to the correct audience.

That's why it is critical that all aspects of your brand's visual identity are designed with your target audience in mind. Your brand must appeal to them, and only them.

Review the Targeting The Audience module before beginning this creative process.

### 3 Purposeful

Your brand's vision is your purpose. It's who you are, what you stand for, and what you want to achieve. It's the foundation of your brand and the reason you exist.

Your brand's visual identity must always support your brand's purpose. It's who you are, why you exist, your goals, your values, and why your brand is useful to the customer.

These characteristics should all be reflected in everything that is designed for your brand.

## 4 Comprehensive

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Designers and content creators should be equipped with everything they need to effectively do their jobs.

**A brand's visual Identity is NOT just a logo.**

## 5 Intuitive

Your brand's developed sense of style is intuitive. You know what you like, and you know what your customers like. You don't need a lot of research or data to make decisions. You just know.

Your brand's visual identity needs to be designed in unison. It should be developed so that each component compliments the others.

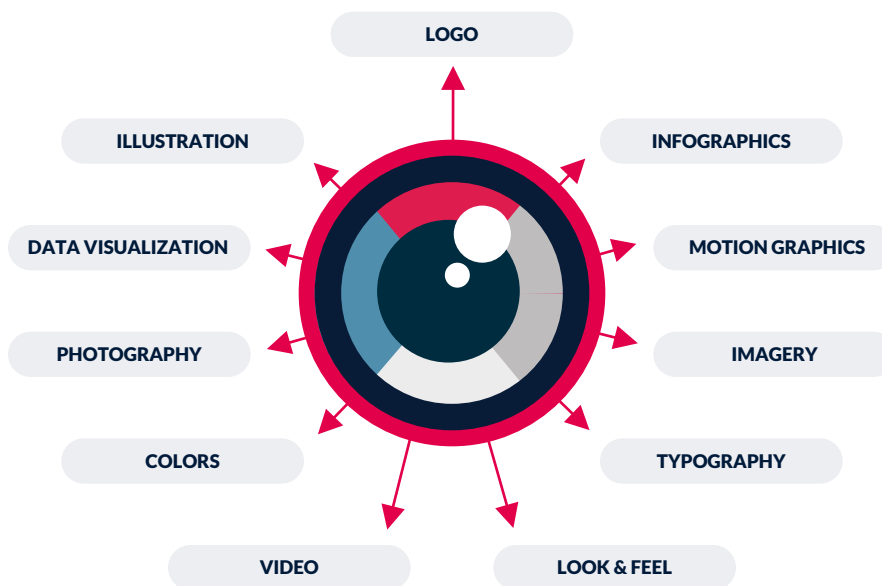
If all the designs use different colors, random typography, and inconsistent imagery, it will not be memorable or engaging to the consumer.

## 6 Emotional

Humans are extremely visual beings. What we see can be very powerful and evoke strong emotions.

Your brand's identity should represent your brand's personality and values. It needs to produce an emotional response, whatever that happens to be for your specific brand.

## What's Included in a Brand's Visual Identity



### Notes:





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# Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

## What to Expect:

### Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

### Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

### Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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