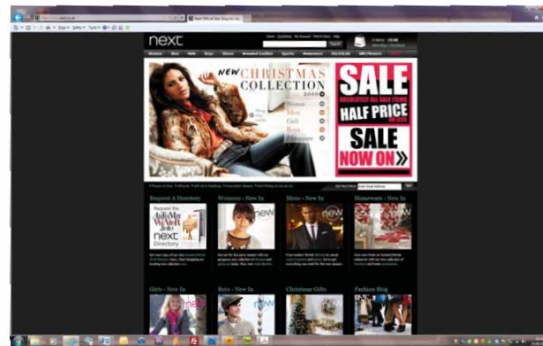


WEB DESIGN | BRANDING

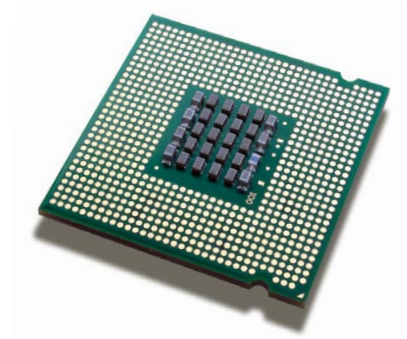


‘A BRAND IS A PROMISE OF A RELATIONSHIP
AND A GUARANTEE OF QUALITY.’

PERRY AND WISNOM III 2003

‘THINK OF THE BRAND AS THE CORE MEANING
OF THE MODERN CORPORATION’

NAOMI KLEIN 2000



Brand Identity

Brand Image

‘MUCH LIKE A PERSON,
A BRAND HAS A FUNDAMENTAL IDENTITY,
A PROJECTED IMAGE,
PERCEPTIONS ABOUT IT HELD BY OTHERS,
AND RELATIONSHIPS TO PARENTS, SIBLINGS,
AND THOSE WE WANT TO GET TO KNOW AND IMPRESS.’

PERRY AND WISNOM III 2003

BRAND RELATIVITY

Relevance

Personification

Brand assets

Differentiation



Accommodating, Modest, Seasoned,
Proud, Serene, Rebellious, Straight Shooter,
Reflective, Thinker, Value Freedom,
Accurate, Value Special Rituals,
Mr. Status Quo, Warrior, Adventurous,
Neurotic, Aggressive, Nurturing,
Altruistic, Ambitious,
Analytical, Outrageous, Artistic, Passionate,
Athletic, People-Oriented, Brilliant,
Perfectionist, Calming, Playful, Caring, Powerful,
Clown, Detail Oriented, Comfortable,
Revolutionary, Competitive, Pure,
Confident, Quick, Critical,
Relaxed, Disruptive, Demanding, Edgy,
Scientific, Efficient, Enthusiastic, Friendly, Sexy,
Experimental, Fun, Feared, Growing, Flexible,
Happy, Healer, Sophisticated, Helpful,
Spiritual, Holistic, Spontaneous,
Hunter, Stylish, Idealist, Shy, Imaginative,
Tactical, Impulsive,
Simple, Take-Charge Attitude,
Innovative, Thrifty, Intelligent, Traditional,
Intimate, Trickster, Intuitive, Trusting,
Laid Back, Value Routines,
Liberated, Vibrant, Life Long Learner,
Visionary, Manager, Optimistic, Organized,
Serious, Protective, Vibrant, Soulfull, Excentic,
Conservative, Connected

transparent

invisible

indistinguishable

subtle

TERMS FOR LOGO DESIGN

SIGNATURE

ICON

WORDMARK

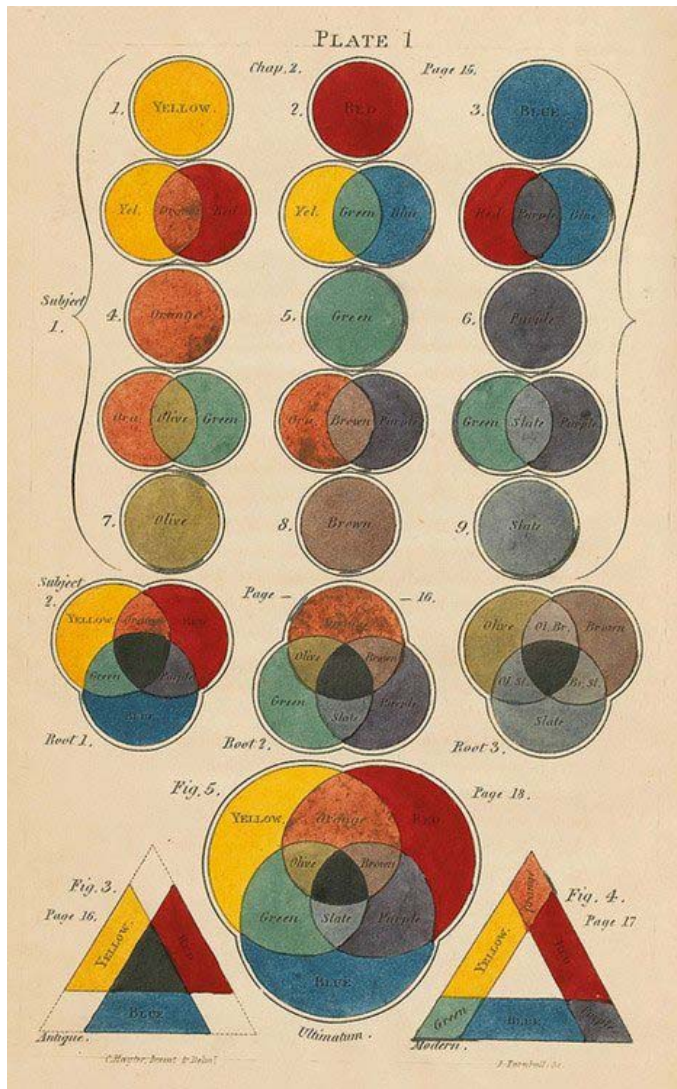
THE ORDER PEOPLE REMEMBER

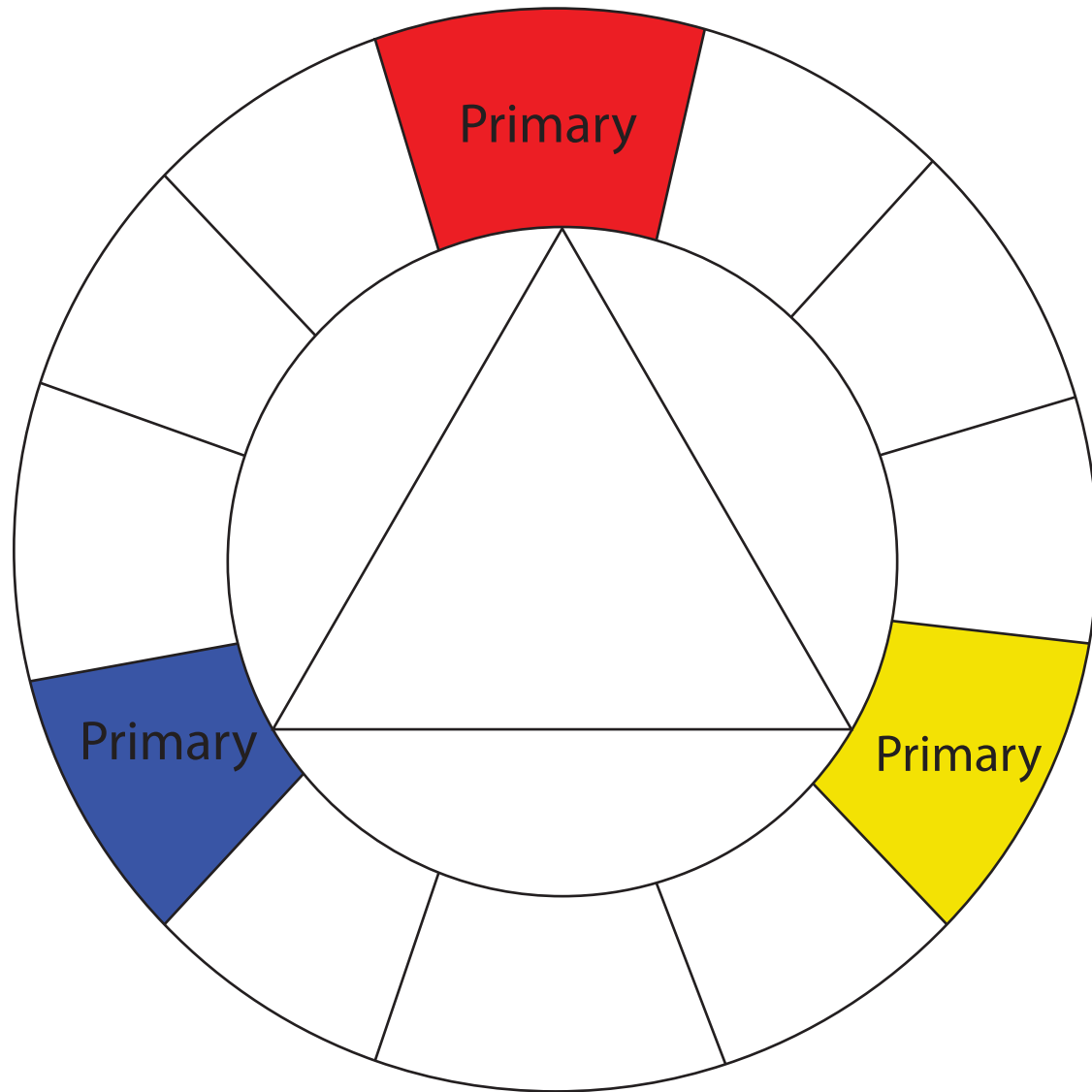
COLOUR

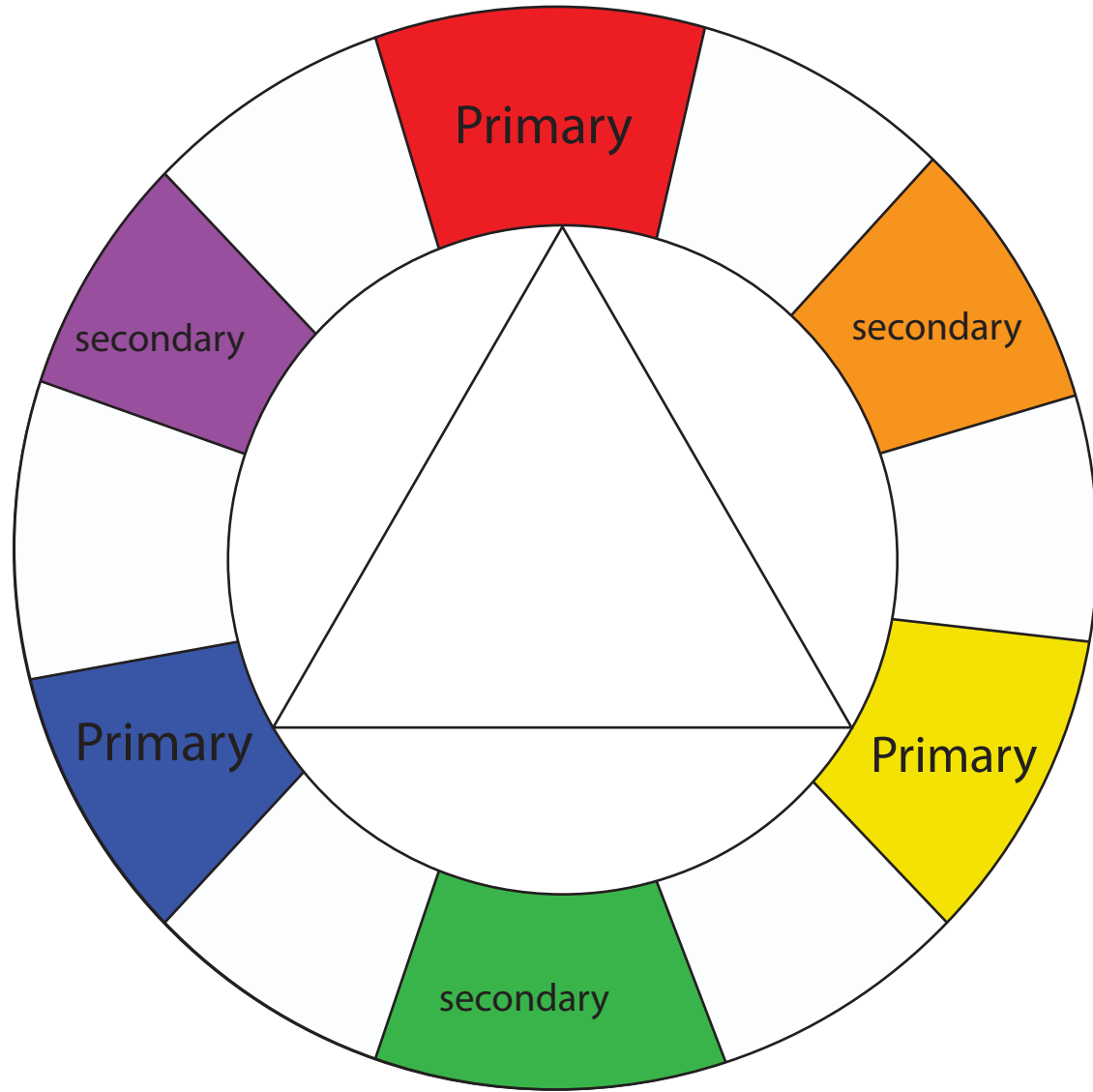
SHAPE

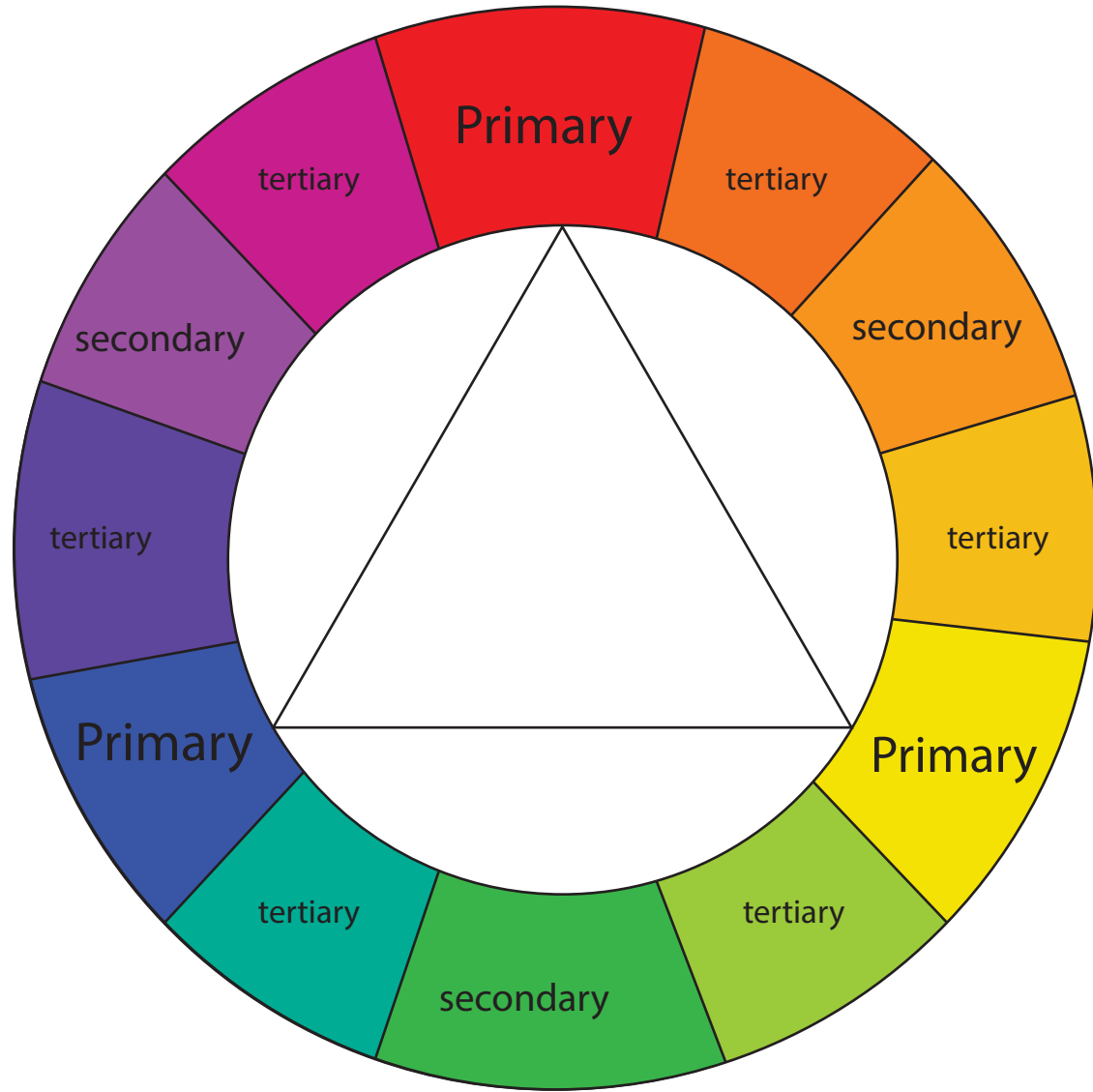
LETTER

NUMBER









Ferdinand de Saussure

the signifier – the word, image, sound or object that does the representing

The signified – the meaning/idea it represents

Charles Sanders Peirce

The Representamen – the word or image that does the representing

An Object – the thing that is being signified

An Interpretant: the meaning/idea it represents

‘The actual mode of inscription
is irrelevant.’

Ferdinand de Saussure

VOGUE COLORS

W I R E D P U L P
magazine

