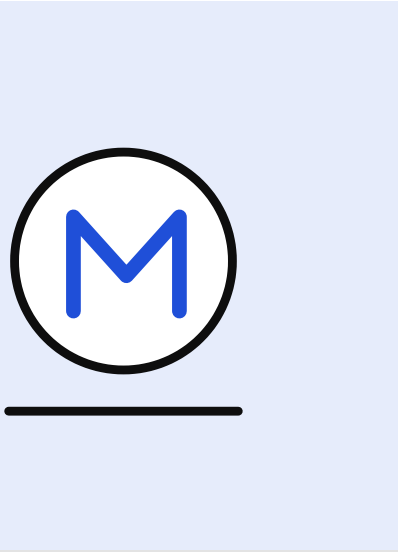
Discipline

Brand design

Designs what makes an organization or a product recognizable and memorable: its name, its visual identity, its tone and the experience it offers.



In Spanish
Diseño de marca

Origin
Olins (1989); Keller (1993)

What it deals with

People choose among many similar options, and what they know and feel about each brand influences what they decide and remember.

Principles

Recognizable
Identified at first sight.

Consistent
The same at every touchpoint.

With substance
The brand promises something; the experience has to deliver it.

Applications in design

Use it like this
Define what you want people to associate with the brand before designing the logo.

Avoid
Confusing the brand with the logo.

Don't fall for it
A brand is built through experience: if the service fails, design won't fix it.

Especialidad

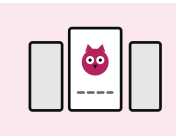


Specialty

Brand identity design

Designs a brand's visual and verbal system: logo, colors, typography, tone and usage rules.

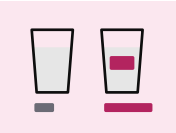
Models and concepts



Concept

Distinctive brand assets

Colors, shapes, characters or sounds that make people think of a single brand, even without its name.



Model

Customer-based brand equity

A brand's value lies in what people know about it: whether they know it and what it brings to mind.



Model

Brand identity prism

Six facets to define who a brand is, beyond how it looks.

Methods and tools



Method

Benchmarking

Comparing how others solve the same thing, to learn from their successes and mistakes.



Method

In-depth interview

A long, open conversation with one person to understand their experiences and motives.



Method

Focus group

A moderated conversation with a small group to learn their opinions and how they influence each other.



Method

Usability testing

Watching real people attempt tasks with the product to find out where they get stuck.

Connections

Builds on

- Cognitive psychology
- Mere-exposure effect
- Semiotics
- Emotional design

Related to

- Art direction
- Retail design
- Customer experience design
- Fashion design
- Packaging design
- Graphic design
- Typography

Authors and works

1993	**Kevin Lane Keller**	Explained a brand's value by what people know about it: whether they are aware of it and what associations it evokes.
1989	**Wally Olins**	Championed identity as the way to make an organization's strategy visible.

Sources

Original sources

- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing, 57(1), 1–22. View source (https://doi.org/10.1177/002224299305700101)
- Olins, W. (1989). Corporate identity: Making business strategy visible through design. Thames and Hudson.
- Wheeler, A. (2013). Designing brand identity: An essential guide for the whole branding team (4th ed.). Wiley. View source (https://obalky knih.cz/file/toc/250881/pdf)

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