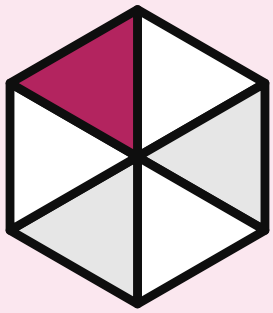
Model

Brand identity prism

A model of six facets for describing a brand's identity: physique, personality, culture, relationship, reflection and self-image.



In Spanish
Prisma de identidad de marca

Origin
Kapferer (1992)

What problem it addresses

It avoids reducing identity to the logo: it gives the design team a criterion for deciding what each piece should express and checking that they all say the same thing.

Components

Physique
What can be seen and touched: shapes, colors, packaging, products.

Personality
The character it shows when it communicates, as if it were a person.

Culture
The values and origins the brand comes from.

Relationship
The bond it offers the people who use it.

Reflection
The image of the customer that the brand projects to others.

Self-image
How people see themselves when they use it.

An example

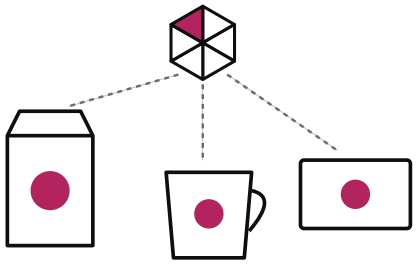
An illustrative example: a small coffee roaster prepares its identity.

Only the physique



It has a logo, colors and a bag, but each piece speaks in a different tone. **Pretty, aimless.**

All six facets



Before designing, it decides what character it has, what it values and what relationship it wants with its buyers. **Consistent.**

The logo is only one of the six sides; the other five say how everything else should be.

How it works

1 

Each facet answers a question about the brand.

2 

Three are visible from outside and three make up its inner character.

3 

Together they give a criterion for deciding each piece.

Applications in design

✓ Use it like this

Fill in the six facets with the client before sketching and check each piece against them.

✗ Avoid

Filling the facets with words that would fit any brand, like “quality” or “approachability.”

Don’t fall for it

The prism describes what the brand wants to be: compare it with what people actually perceive.

Connections

Used in

- Art direction
- Brand identity design

Related to

Semiotics

Authors and works

1992	**Jean-Noël Kapferer**	Spread it through Strategic Brand Management, a translation of his French book on brands. Sources disagree on when he first presented it: some date it to 1986.

Sources

Original sources

- Kapferer, J.-N. (1992). Strategic brand management: New approaches to creating and evaluating brand equity (P. Gibbs, Trans.). Kogan Page.

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