Peopledesign

100 Principles for Designing Logos and Building Brands

	Graphic Identity In a word, the logo. The picture that represents the brand in the mind of the customer.	Identity Programs The system of complementary elements and logo application decisions.	Brand Identity What it all adds up to. The perception created by the logo, programs, and all touchpoints.
Imagery	Illustrate meaning	Define a visual style	Choose images wisely
Color	Design for any color	Apply color consistently	Look beyond trends
Dimension	Use dimensionality thoughtfully	Extend into physical space	Create a sense of place
Contrast	Stand out through contrast	Pay attention to surroundings	Be different
Shape	Shape impressions	Shape patterns	Shape meaning
Symbols	Research cultural symbols	Build symbol vocabularies	Connect brands to ideas
Typography	Cut through symbol clutter	Leverage type personality	Pair type with images
Writing	Win the name game	Establish an editorial style	Personalize the brand voice
Story	Set the stage	Consider each scene	Tell a story
Order	Lay the foundation	Exercise discipline	Know what's 'on brand'
Variation	Change things up	Orchestrate variation	Surprise someone
Personalization	Make way for personalization	Bend without breaking	Create something desirable
Psychology	Understand your customer	Deliver an experience	Inspire people
Process	Develop good filters	Learn through testing	Support the business strategy
Production	Adopt new technologies	Let appropriateness guide you	Watch for new solutions
Digital Identity	Enter the digital world	Commit to ongoing research	Experiment with digital brands
Trends	Set trends, don't follow them	Keep programs relevant	Translate trends into meaning
Shortcuts	Do the right thing	Avoid reinventing the wheel	Walk the talk
Social Media	Facilitate interaction	Innovate social programs	Be genuine
Multiples	Comzmunicate hierarchies	Maintain relationships	Balance multiple brands
Intellectual Property	Make identities protectable	Aim for distinctiveness	Own an aesthetic
Documentation	Document logo origins	Define the brand rules	Define the brand spirit
Evolution	Refresh when necessary	Plan for change	Evolve with customer needs
Competition	Follow customers, not competitors	Differentiate through application	Build a competitive position
Originality	Design for timelessness	Take chances with programs	Dial into human needs
Wit	Give people reason to smile	Have fun with programs	Humanize through humor
Idealism	Stand for something	Build toward something	Promise something
Authenticity	Be authentic	Be intentional	Be honest
Commitment	Stick with a good idea	Balance commitment and opportunity	Be decisive
Strategy	Embody the strategy	Immerse the audience	Make the tough choices
Research	Do your homework	Embrace constraints	Know your customer
Touchpoints	Consider all touchpoints	Connect the dots	Design the ideal customer experience
Inspiration	Look for inspiration everywhere	Understand the context	Work hard
Simplicity	Keep it simple		

The Book: "Brand Identity Essentials"

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