

Subject: Creative Media

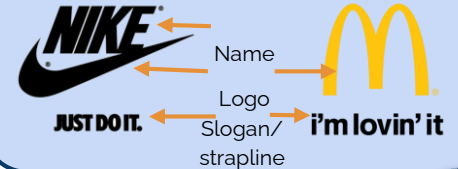
Year: 10

Topic: Visual Identity & Digital Graphics (R094)

Half Term: Spring 1



Component Features of Visual Identity



Elements of Visual Identity

- Graphics (logo/imagery)
- Typography
- Colour palette and meaning
- Design (layout)

Visual Identity is the style or look that a company or organisation uses to present itself.

It is all of the imagery and graphical information that expresses who the company is and differentiates it from all the others.

Purpose of Visual Identity...

- Recognition/familiarity
- Establish a brand
- Develop brand loyalty
- Visual communication with audiences/consumers

Factors Influencing Visual Identity

The Business type will affect a brand's visual identity as they have to incorporate what they do into this.

Brand values are one of the most important things that affect the visual identity. These should be clear to the consumer just through the visual identity.

Brand positioning is about what level the product or service is at and how this is shown.



- Visual identity
- Brand identity
- Brand values
- Brand positioning
- Typography
- Composition

Visual identity is the physical representation of a company's **Brand Identity**. Therefore the visual identity is key to conveying the values of a company or product. If a customer identifies with a brand they are more likely to interact with it. If that branding is consistent, the customer will also return for repeat business and this is how brand loyalty is then built.



Colour Theory

Symbolism

GREEN

Nature:
growth/freshness

Cultural:
luck (Ireland & US)

Political:
The Green Party

Contemporary:
Aliens
Toxic goo



Analogous Colours



Complementary Colours

Layout & Design Terms: Format

- billboard or magazine advert etc.

Colour scheme & house style

- used to appeal to the target audience but also to set the tone (bright colours are exciting and appeal to young children whereas grey and black are sophisticated).

White Space

- blank sections which vary according to the style of the graphic.
Influence the look and appeal to the target audience.



Typeface = font family

Serif

Small decorative strokes (called 'serifs') found at the end of horizontal and vertical lines.

Look professional, authoritative, and traditional.

Sans Serif

Without the small decorative serif strokes.

Look more modern, stylish and cleaner than serif fonts.

Script

Mimics cursive handwriting.

Script typefaces tend to look personal and elegant or casual.

DISPLAY

A diverse group, not used for large blocks of text.

Popular for signs, titles or statement words and create a particular tone.

Layout conventions for different graphic products...

Magazines: Masthead, cover lines, pull quotes, main copy

Newspapers: Headlines, main copy, column

Blu-ray/game covers: Box art, tag lines, blurb, ratings

Websites: Navigation, grid, logo, footer, feed

