

“ The letterhead, logo, and business card are the cornerstones of branding. They are the face of your company. They sell your products. They convey essential information. They present attitude. They are how every company begins to make a name for itself. The identity you create will determine how your company will be recognized now and in years to come.

Of course, everyone recognizes successful identity design when they see it. Kodak's famous yellow and black K, Nike's swoosh, McDonald's golden arches, and IBM's bold letterforms are among the logos we recognize immediately. No explanation is necessary. These are identities that have stood the test of time.

But how, you may ask, do these great designs come about? They often start with just words spoken between a designer and a client. These words give birth to ideas that begin to take shape and are bounced back and forth. The ideas begin to appear on sketch pads and then computer screens. They are refined and tweaked and massaged until finally someone says, "A-ha! That's it!" And so an identity is born. ”

*Identity Solutions*

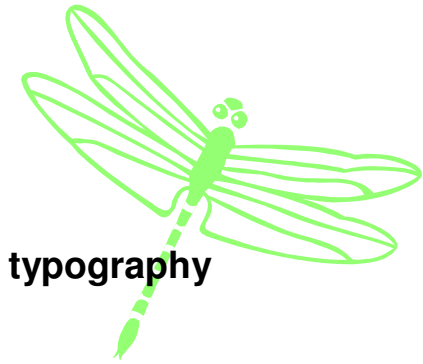
*How to create effective brands with letterheads, logos and business cards*  
Cheryl Cullen and Amy Schell



name



typography



logo

# Brand Identity



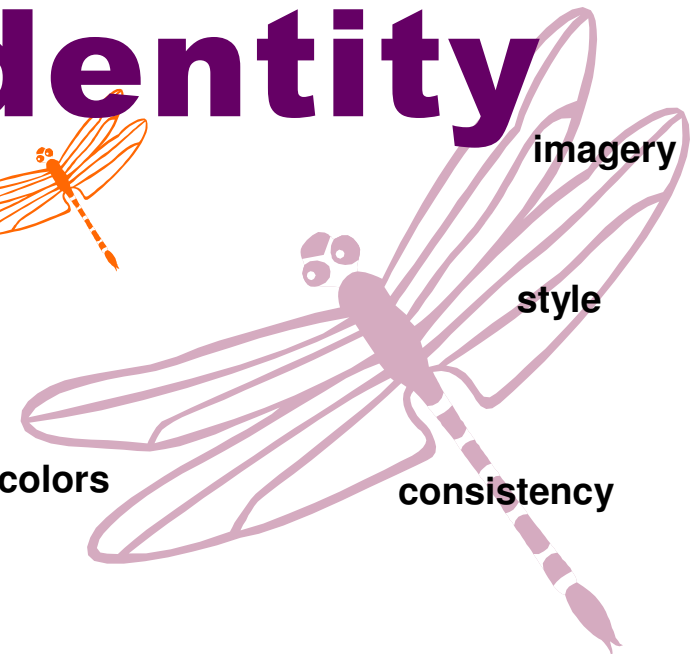
imagery

voice

style

colors

consistency



Your Face and Personality to the World

# Impressions that Impress

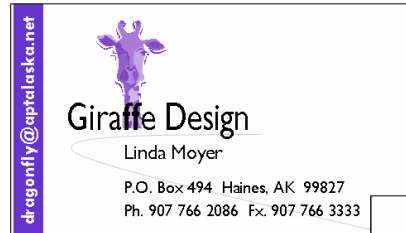
Every day we are bombarded by images and information. We take them in whether we want to or not. They make an impression. And sometimes, we even remember them. To have people remember who you are is what brand identity is all about.

## Remember My Name

A meaningful name helps. A name can be descriptive “Haines Borough Public Library” or it can be fanciful “The Dragonfly Project.” Knowing when to have a descriptive name versus a fanciful one depends on the objective of the identity you’re trying to create. For example, if you’re developing a computer education program and you want to appeal to people who are technophobic, using technology terms may not be the best choice. A name like the Dragonfly Project might be more appropriate. *(At the Haines Library we called our technology awareness program The Dragonfly Project. We decided on a fanciful name because we needed to appeal to Native elders and dragonflies symbolize transformation in Tlingit mythology. Transforming people’s lives is one of the program’s goals.)*

## Remember My Appearance and Personality

Establishing a visual style and personality for all your communication materials is paramount. Most identity designers begin with a name and logo and then apply it to a letterhead and business card.



Once these items are designed you can then begin to think about how to translate these elements to other materials such as a brochure, newsletter, flyer, website, and more. **Then it’s all about being consistent across all your communications, from writing a letter to creating an advertisement to designing a website.**

## Identity Elements

### Logos

A logo can be as simple as a particular style of type placed in a blue square or as involved as a stylized drawing coupled with stylized type.



### Typography

Selecting particular typefaces and using them consistently helps people identify and remember a brand more easily.

**Gil Sans** is a contemporary sans serif typeface that comes in

different weights and is useful for both body copy and headlines.

**Book Antiqua** is an elegant, serif typeface offered in a variety of styles and

weights and is good for body copy.

### Color

Selecting a palette of colors not only helps reflect the personality of your brand but also creates recognition.



### Imagery

Selecting a style of photography and illustration also contributes to brand identity. Most people immediately recognize the beautiful stagecoach photography of Wells Fargo and the retro colors and graphics Old Navy use.



### Voice

How you speak to your audience is also important. Apple Computer decided to talk about technology in a language that was “user friendly.” This approach helped make Apple one of the most recognizable brands in the world.

# Here's How

You can create cost-effective and well designed communications materials with the right computer equipment and software, and some basic design skills.

A computer that can handle graphics-intensive documents, a digital camera that can handle high resolution images, and a scanner.

A page layout program (not Microsoft Word). Microsoft offers a program that's perfect for creating well-designed materials that print to color printers called Publisher; however, there are many programs available. Selecting the right program for you and your organization depends on what you want to do. About.com offers an incredible wealth of information on desktop publishing, from the principles of

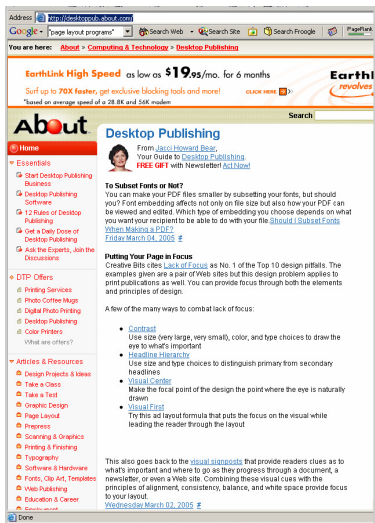
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A color printer that can handle a variety of paper sizes and weights.

Copyright free images Some page layout programs are bundled with a wide variety of illustrations and photographs that you can use copyright free; however, you can purchase these separately. There are also sites on the Internet that offer free

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An understanding of the principles and elements of graphic design and marketing communications—also covered at About.com.



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