

Lesson 2 - branding and web-based materials

Logo Design and Branding - Why it matters and how powerful it can be

What is a brand?

A brand is a specific logo for a specific product or service.

You have a logo for a company and you have a logo for each individual product which you produce.

For example, you have the company Unilever (<https://www.unilever.com/brands/>).

You might look at their company logo and not know what they stand for or what products they produce.

But what if I say; Palmolive Shower Soaps? Axe Deodorant? LUX Soap bar? Magnum ice cream? Lipton Tea? Anything ring a bell? *Why don't you head over to their website and have a look?*

Each of these individual products have their own logo and you will most likely either have some of the company's products at home or recognize the various products the Unilever Company owns.

Why branding?

A good logo will not only help your company or product to stand out, it will also catch the eye of potential and current clients and customers.

If you have weak products or services, no amount of money can help you market your product to happy customers, as the low quality in your brands will ruin your marketing efforts. So make sure you keep your quality as high as possible.

It is through branding that you get new customers, but also remind your current customers that the product or service still exists and is active.

It's very important that all logos and branded items are kept in a good shape or condition or it will send a negative image to your current customers.

Test yourself!

Have you ever tried a produce or product and not liked it? And what memory replays in your head when you see that produce's logo? My bet is that you won't buy the same, poor, product twice. Why would you? It's a waste of money and energy to buy things we will not enjoy.

Web Advertisement

Just like in the real world-space, you need to create advertisement material for your intraweb space as well.

These flyers have different sizes and shapes, and are called different things depending on their size.

Digital Measurements

Before we look at various banners and buttons and anything you might need for your digital advertisement, it's important that you start to get used to what the numeric measurements of digital images and space means and does for you.

The measurement system of digital media is called *Pixels* (in short: px).

This applies to any electronic and digital equipment you can think of. Smartphones, digital watches, digital camera, pen, scanner, screens etc.

What determines the size your Internet-ad?

Most websites have the various web spaces for different costs.

The really small spaces are usually called *Button* and are often animated.

GIFs

Animated images, GIF for short, means *Graphics Interchange Format*. It's a type of image on a computer which allows animations to play without sound.

These animated images are perfect for advertisement but they are also used for digital, written communication. You might use a chatting app where you can apply a small gif to your chat conversation based on a word you searched for to further enhance your mood or feeling in written communication.

Animated images attract the eye. It's something the eyes and brain are wired to detect.

GIF library

<https://giphy.com/>

Tutorial by Adobe

<https://www.youtube.com/watch?v=omdfcGYEqPY>

Tutorial by Techddictive

<https://www.youtube.com/watch?v=w8ZAgMoM2YU>

Fonts

Let's briefly talk about fonts.

Some love to look up new fonts for their various digital projects and some don't. Whichever category you belong to, font design is important for your logo design or any of your RP material (banners, buttons etc) and shouldn't be ignored.

Make sure your font choice matches your message and interacts well with the colours and shapes of your ad materials.

A Pro tip is to not use too creative, funky or spaced out fonts, as they are often more difficult to read or understand within those first few seconds of first impression!