

Digital Design For Small Business & Non Profits

February 28th, 2013



What is A Brand?

*“**Brand** is the name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.”*

- Wikipedia

Also known as your *"corporate identity"* or *"trademark"*, a good brand hinges upon a **well-crafted logo** and a presentation that supports it throughout various mediums. It starts with a representational, recognizable symbol that signifies your company, its values, and its goals.

“A good logo can be cast in metal, carved out of stone, or sculpted in ice.”

Elements of a Brand

- **Logo** (Icon and Logotype)
- **Tagline** or Slogan
- Well-chosen **Color Palette**
- **Style Guide**
- **Collateral** (Letterhead, Business Card, etc.)

Before You Begin: Some Homework

- What is the **Company Name**? Slogan?
- **Gather** examples from the world
- **Gather** examples from your market
- Think about **colors** you prefer and/or are appropriate for your market
- Who are your **Competitors**?

My Example: BellaVista Trattoria



Mangia Bene - Vivi Bene
(Eat Well - Live Well)

Client's Homework



*The village of Monte di Procida,
Italy, which overlooks the islands
of Ischia and Procida.*

Elements of a Logo

Logotype



Icon

Mangia Bene - Vivi Bene
(Eat Well - Live Well)

Tagline

Versions of a Logo



Full Color: Collateral, Magazine Ads



Greyscale: Newspaper, Flyers



Two Color: Spot Color Jobs, Promotionals



One Color: Screenprints, Photocopy

File Types and Uses

- **EPS** - Print (Full color: Spot and Screenprint)
- **JPEG (hi)** - Print (Full Color; Ads, Brochures)
- **TIF** - Print (1 Color, Spot; Newspaper)

- **JPEG (lo)** - Web (Full Color; Photos)
- **GIF** - Web (1 Color, Transparent; Flat images)
- **PNG** - Web (Full Color, Transparent; Word)

Color Palette Concepts

- **Two** Main Colors + **One** Accent Color = Best
- **No Blacks** for Logotype
- Make sure to get the **Pantone** and **Web Breakdowns** of your colors
 - *Example: PMS 123 and #000022*
- Think of the **Psychological Effects** of Color

Appropriate Colors for Your Particular Industry...

- **Blues** - Medical, Health, Travel, Technology
- **Greens** - Ecology, Recovery, Money
- **Browns** - Aging, Relaxation, Luxury, Foods
- **Yellows/Oranges** - Safety, Education
- **Purples/Pinks** - Women, Children, Luxury
- **Reds** - Protection, Emergency, Foods

A Quick Sketch in Illustrator

- **File > New**
- **File > Document Color > CMYK**
- **Tools**
 - Black Arrow - Selection Tool
 - "T" - type tool
 - Rectangle - Shape tool
 - Pen - Bezier tool
- **Window > Color; Window > Swatches**
- **Window > Type > Character**
- **Edit > Undo**

Resizing and Preparation in Photoshop

1. **Edit > Color Settings**

- i. North America General

2. **Image > Image Size**

- i. Resample Off
- ii. Resoution (72 - Web, 300 - Print)
- iii. Resample On (Smooth - Enlarge / Sharp - Reduce)
- iv. Resize by inches or pixels

3. **Edit > Convert to Profile** (Working CMYK)

4. Save as **OR** Save For Web and Devices

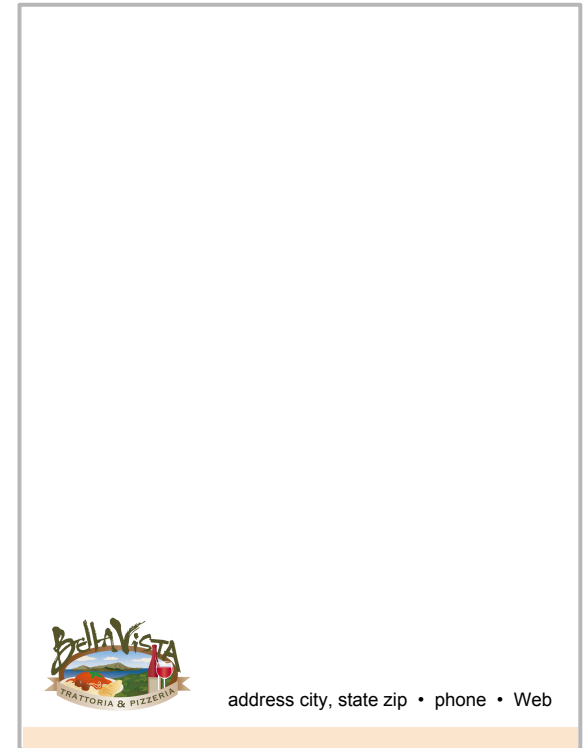
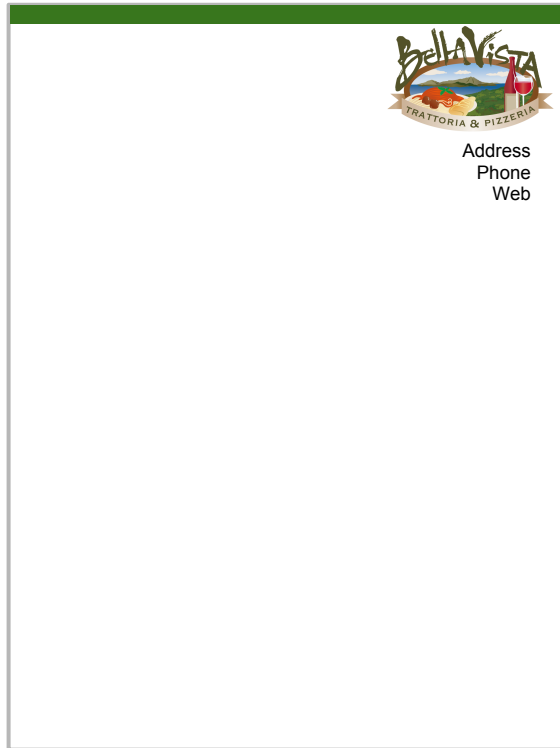
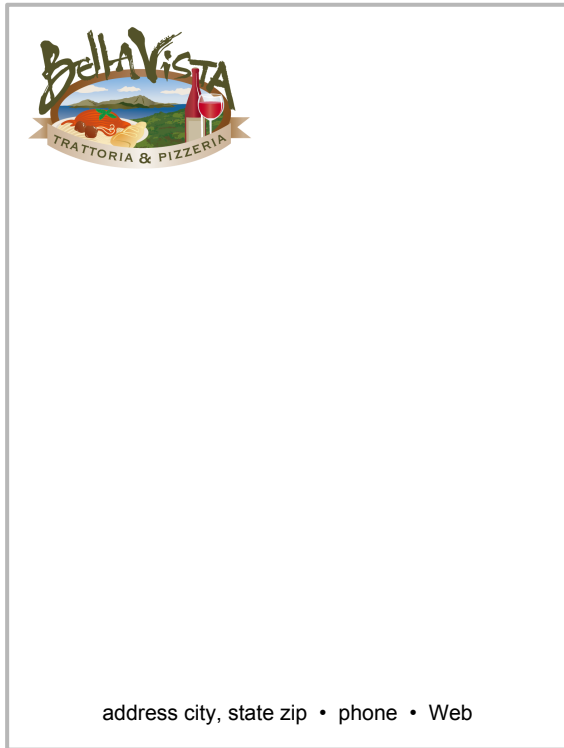
Setting Up a Business Card in Illustrator for a vendor

- Standard Size: 3.5" x 2"
- **File > Place**
- Black Arrow to move, Eyedropper for Colors
- Font size under 7pt to 8pt
- Rule of Threes - Three areas of information
- **Save**, then **Save as PDF or EPS**



Setting Up Letterhead in Illustrator for a vendor

- Standard Size: 8.5" x 11"
- fonts under 9pt to 10pt



Make Sure...

- You **do your homework** and know what you prefer versus what will work for your audience
- Your designer gives you a **variety of options** to look at
- You ask for and receive all of the **filetypes and versions** of your logo
- When dealing with color and screens, have your designer bring a **Pantone Book** because you **can't trust** your desktop printer or monitor for proofing
- In regards to the logo, think about it at **one inch wide** and think about it at **100 feet wide**