

Design & Make

Session 6

Brand Alignment

Brand alignment:

Brand alignment in product design begins with a comprehensive examination of a brand to inform and guide the design process. Through carrying out a brand analysis designers understand the essence of the brand, its values, target audience and overall identity, which are crucial factors in creating products that align with the brand and resonate with consumers. Here are key components to ensure brand alignment in product design:

- **Visual Consistency:** The visual elements of a product, such as colours, typography, and imagery, should be consistent with the brand's visual identity. This consistency helps in reinforcing brand recognition and strengthening the overall brand image.
- **Brand Personality:** Products should embody the personality and characteristics of the brand. For example, if a brand is known for being innovative and modern, its products should reflect these qualities in their design.

- **Messaging and Storytelling:** The design should convey the brand's messaging and tell a consistent story. This includes the use of symbols, language, and other design elements that reinforce the brand's narrative.
- **Target Audience:** The product design should resonate with the target audience of the brand. Understanding the preferences and needs of the target market is crucial for creating a product design that aligns with consumer expectations.

Brand Analysis

To help us ensure brand alignment we can carry out a simple 5 step brand analysis to learn more and inform our design concepts:

1. Brand Identity:

- **Brand Values:** Identify the core values that the brand embodies. Understanding what the brand stands for is fundamental to ensuring that the product design aligns with these values.
- **Brand Personality:** Define the personality traits associated with the brand. Is it innovative, classic, playful, or sophisticated? The product design should reflect these characteristics

2. Target Audience:

- **Demographics:** Analyse the demographics of the brand's target audience. Consider factors such as age, gender, location, and income levels to tailor the product design to the preferences and needs of the intended consumers.
- **Psychographics:** Understand the psychographic profile of the target audience, including lifestyle, interests, and values. This information influences design choices that resonate with the consumer's mindset.

3. Brand Visuals:

Logo and Branding Elements: Analyse the brand's visual elements, including the logo, colour palette, typography, and other branding elements. These elements should be incorporated cohesively into the product design.

Design Language: Identify any existing design language or patterns that the brand uses consistently. Integrating these into the product design helps maintain visual consistency.

4. Brand Positioning:

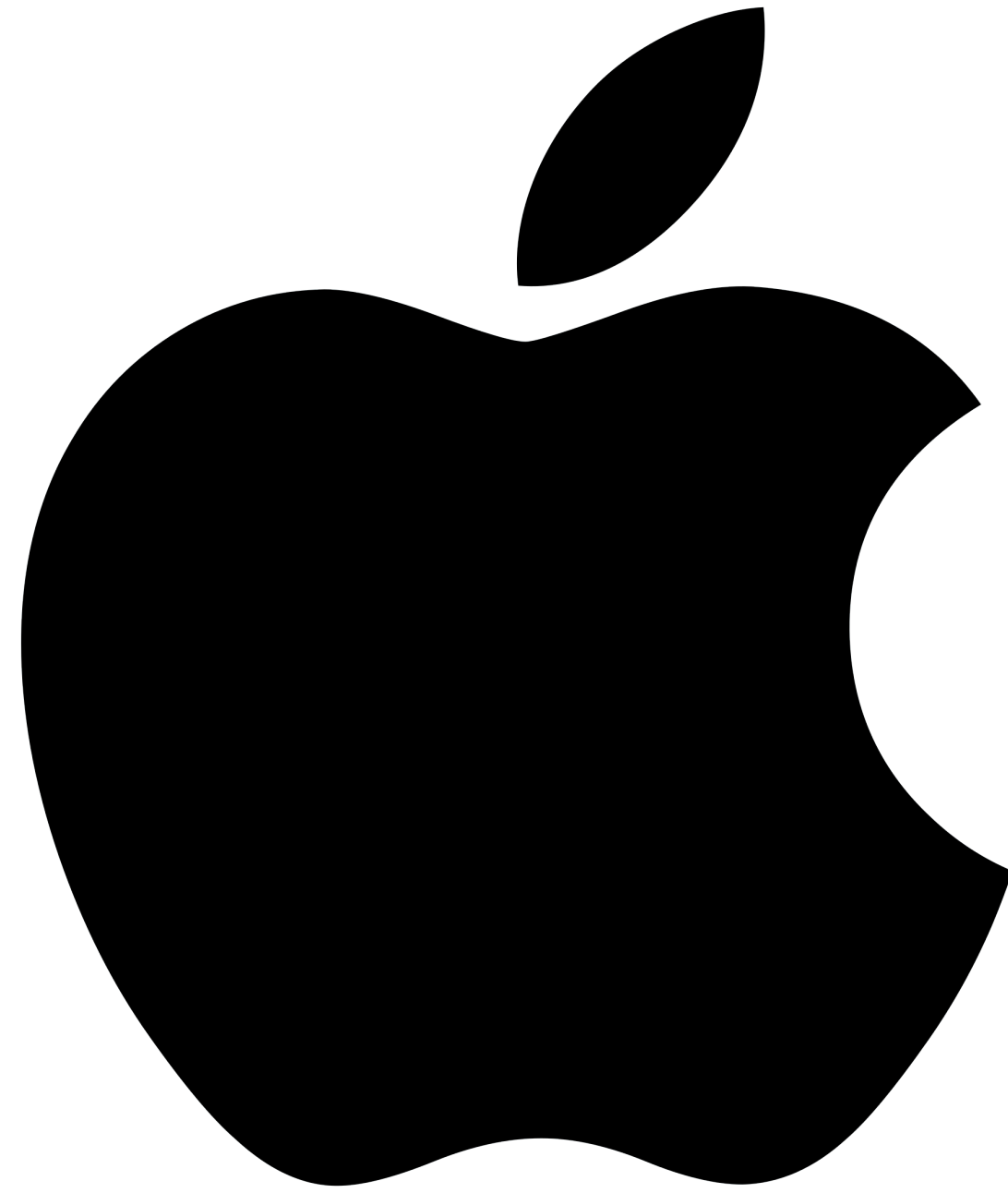
Market Position: Assess the brand's position in the market. Is it positioned as a luxury brand, an affordable option, or a leader in innovation?

Competitive Analysis: Understand how the brand compares to competitors in terms of design. Identify opportunities to differentiate the product through unique design elements.

5. Brand History and Heritage:

Brand Story: Explore the brand's history, story, and heritage. Incorporate elements that can evoke nostalgia or communicate the brand's journey into the product design.

Traditions and Values: Consider any traditional aspects or core values that are integral to the brand's identity. These can be translated into design elements that convey a sense of continuity.



Case Study: Apple Brand analysis.

1. Brand Identity

Core Values:

Simplicity: Apple emphasises simplicity in design and functionality.

Innovation: Known for pioneering technological advancements.

User-Centric: Focus on creating products that are user-friendly and intuitive.

Brand Personality:

Modern - Innovative - Minimalistic - Elegant



2. Target Audience

Demographics:

Age: Primarily targeting tech-savvy individuals, including young adults and professionals.

Income: Middle to high-income individuals.

Education: Those with an interest in technology and design.

2. Target Audience:

Psychographics:

Lifestyle: Individuals who appreciate design, innovation, and seamless technology integration into their daily lives.

Values: Consumers who prioritise quality, style, and user experience.

KEY DEMOGRAPHICS

The **average** Apple customer is aged

35-44

Apple owners tend to be more **urban**, have a **college education** and **follow technology news** regularly

They **prefer** brands like

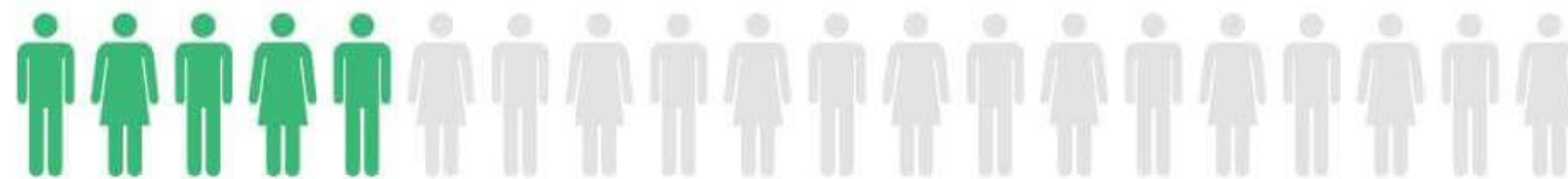


Mercedes-Benz



67%

have completed at least a **four-year college degree**



Of people aged **18-34**, a quarter state a strong interest in purchasing an Apple product in the **next 6 months**



3. Brand Visuals:

Logo: The iconic bitten apple, representing knowledge and the concept of byte in computing.

Color Palette: Minimalistic use of colours, predominantly white, silver, and black.

Typography: Clean and simple font (Myriad or San Francisco) for a modern and consistent look.

ABCDEFGHIJ

KLMNOPQRS

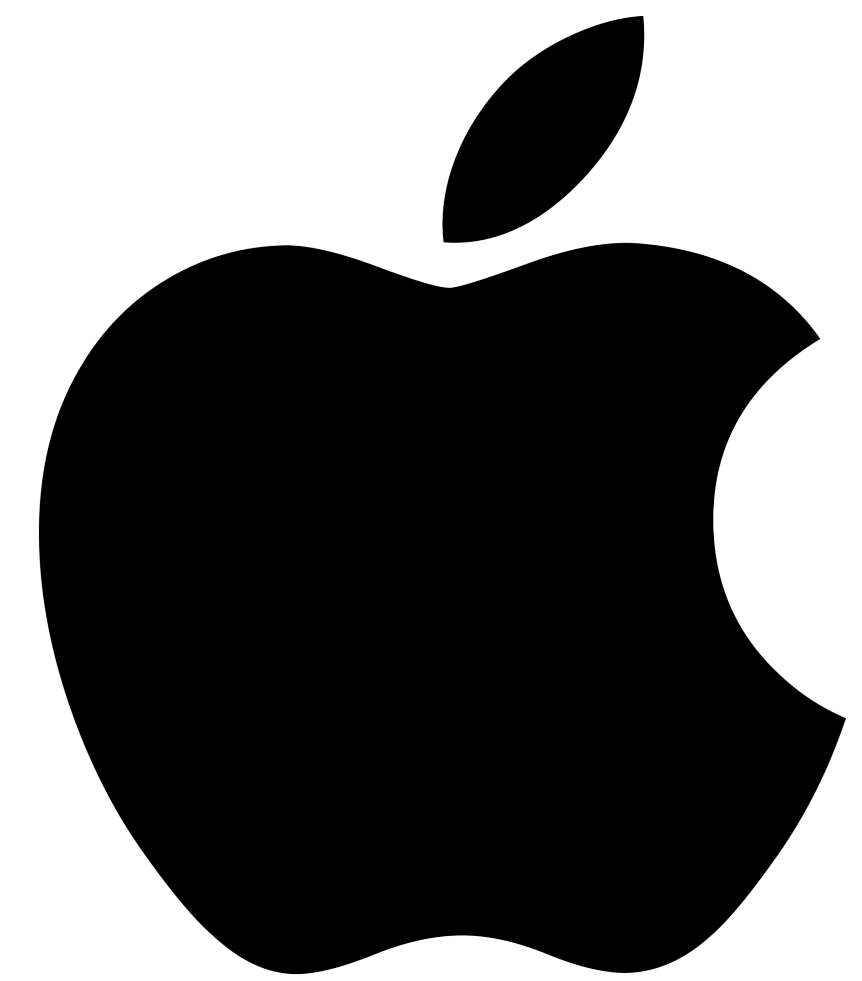
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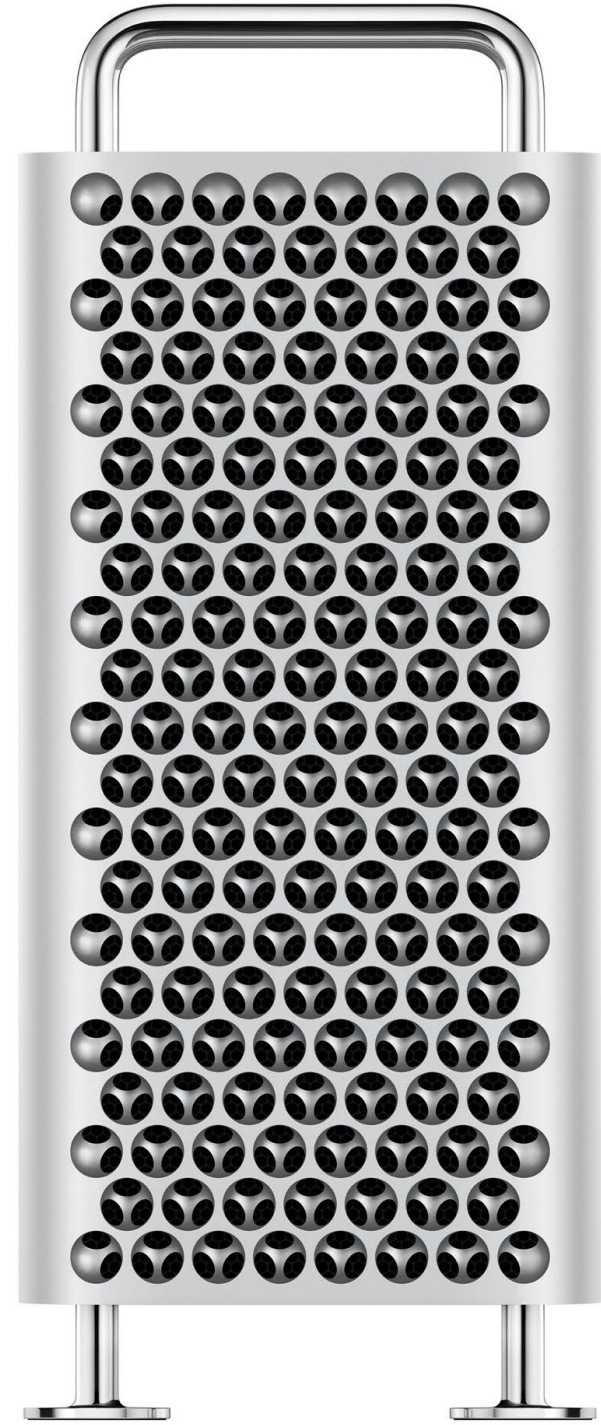
3. Brand Visuals:

Product Design:

Sleek, minimalist design with attention to detail.

Uniformity in design elements across product lines (iPhone, MacBook, iPad, etc.).

Use of premium materials like aluminium and glass.



4. Brand Positioning:

Market Position: Premium and aspirational brand positioned at the higher end of the market. Emphasis on quality and innovation justifies premium pricing.

Innovation and Technology: Positioned as a leader in technology, consistently introducing cutting-edge products. Focus on user experience, seamlessly integrating hardware and software.

Ecosystem: Emphasis on the interconnectedness of Apple products within its ecosystem. Offers a holistic experience with seamless transitions between devices.

5.History

- Founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in 1976.
- Initially known for the Apple I and II computers.
- The launch of the Macintosh in 1984 marked a pivotal moment in personal computing with its graphical user interface.
- Steve Jobs returned to Apple in 1997, leading to a series of innovative products like the iMac, iPod, and iTunes.
- Opened the first Apple Retail Store in 2001, revolutionising the retail experience.
- The introduction of the iPhone in 2007 transformed the mobile industry.
- Continued success with products like iPad, MacBook, Apple Watch, and AirPods.

In summary, Apple's brand identity revolves around simplicity, innovation, and a user-centric approach. The brand caters to a diverse target audience, with a focus on individuals who appreciate cutting-edge technology and design. Apple's visual identity is characterised by minimalist design, a distinctive logo, and a premium aesthetic. Positioned as a leader in technology, Apple's history is marked by revolutionary products and a commitment to creating an ecosystem that seamlessly integrates hardware and software.

TASK 3: Evolutionary Sketch Modelling

Submission deadline - 10am on 13/01/25

Task 3

In conjunction with Task 4, you must deliver an outcome through an iterative sketch modelling process for a singular final representative model, refined in three-dimensions, that demonstrates your concept in a clear and professional way.

Task 3

Chose a brand and carry out your own brand analysis. Design an item based on your findings.

Brief

“**Brand name**” are a new player in the Speaker market, and is set to launch its inaugural Bluetooth portable speaker. The brand seeks a distinctive and innovative speaker design that will captivate the young adult market 16-21. The emphasis is on creating a unique and visually appealing speaker that stands out in a competitive market.

Deliverables

Brand Analysis: Powerpoint presentation to the group on 21/11/24

Carry out a 5 step brand analysis of your chosen brand, use the information and example in this presentation as inspiration.

Include a mood board on your chosen brand, include things like keywords associated with the brand, existing products, branding etc.

Suggested format: 1 slide dedicated to the mood-board and 1 slide per stage of the analysis.

Deliverables

Concept Sketches: Develop detailed concept sketches illustrating key design elements and functionality. - Task 4 13/01/24

- Use multiple sketching techniques to convey your ideas including thumbnail, explorative and explanative sketching. Make use of 2d and perspective sketching.
- Aim for Approx 10 different concept sketches before preceding to sketch model them in 3d.



Samir
16



Deliverables

Range of Sketch Models: Provide a series of sketch models showcasing diverse design directions, highlighting the unique features and aesthetics envisioned for your chosen brands portable speaker. - 13/01/24

- Chose 3 concepts from your sketchbook and model them in either foam or card/paper.
- Chose your favourite concept to develop further
- Create 2 further iterations culminating in a “final” presentation sketch model. Min of 5 Models to be submitted.





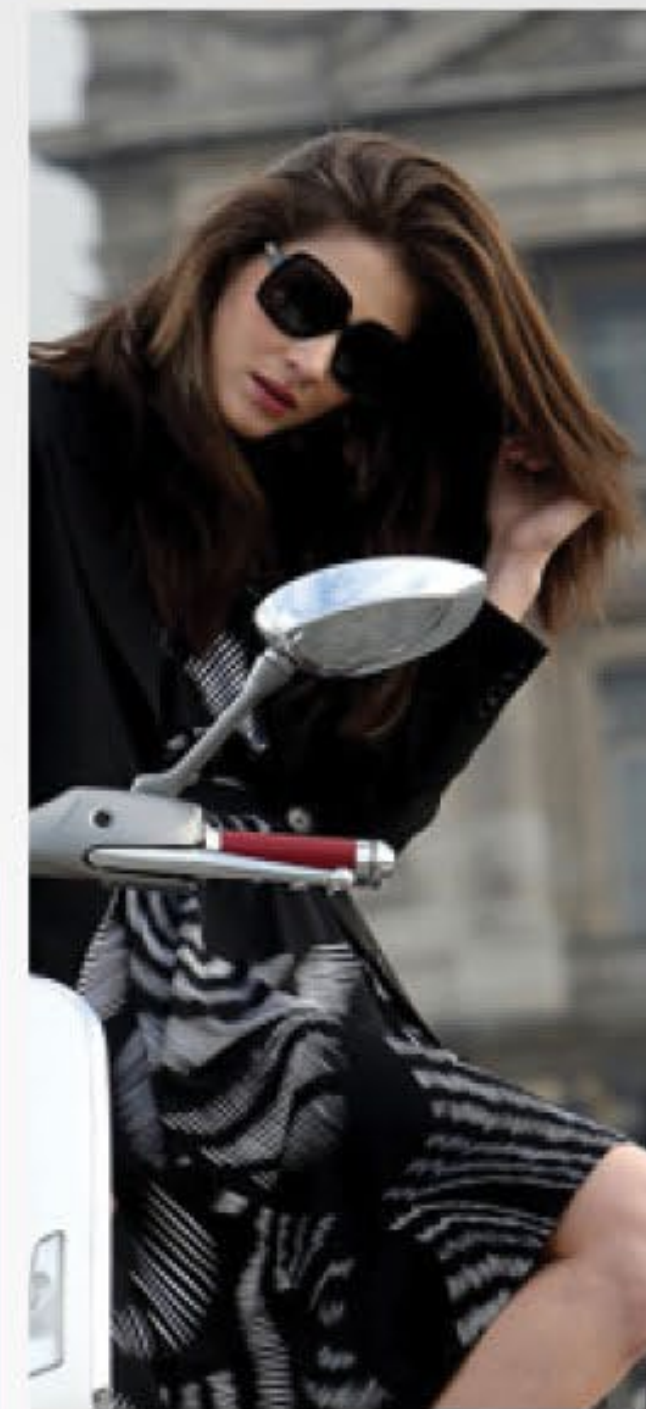




Example: Vespa Cam **by Rotimi Solola**

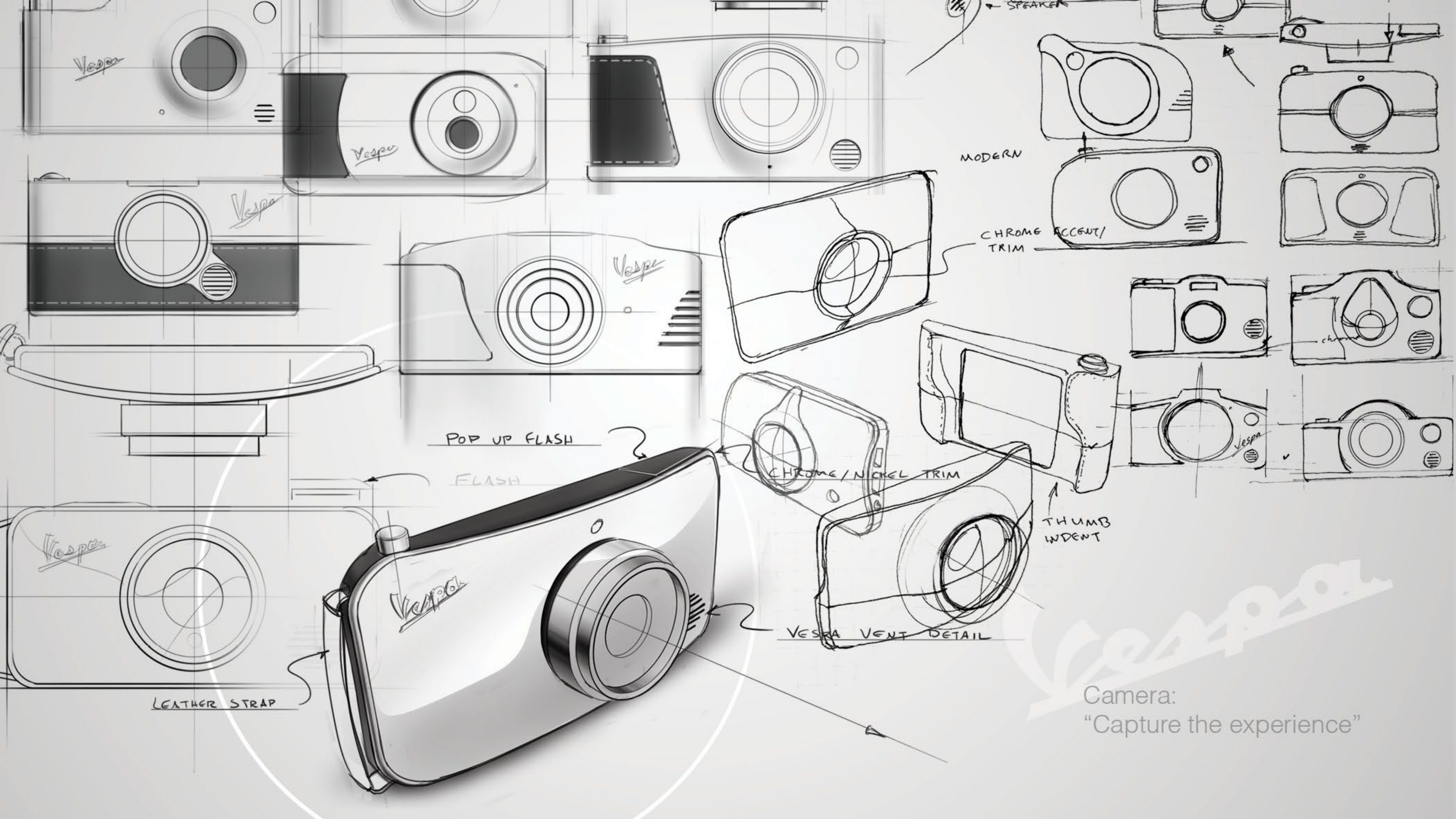


The Vespa cam was designed to take on the timeless qualities of the Vespa brand. Through its minimal and sleek design, the Vespa cam will appeal to the broadest range of Vespa's target market.

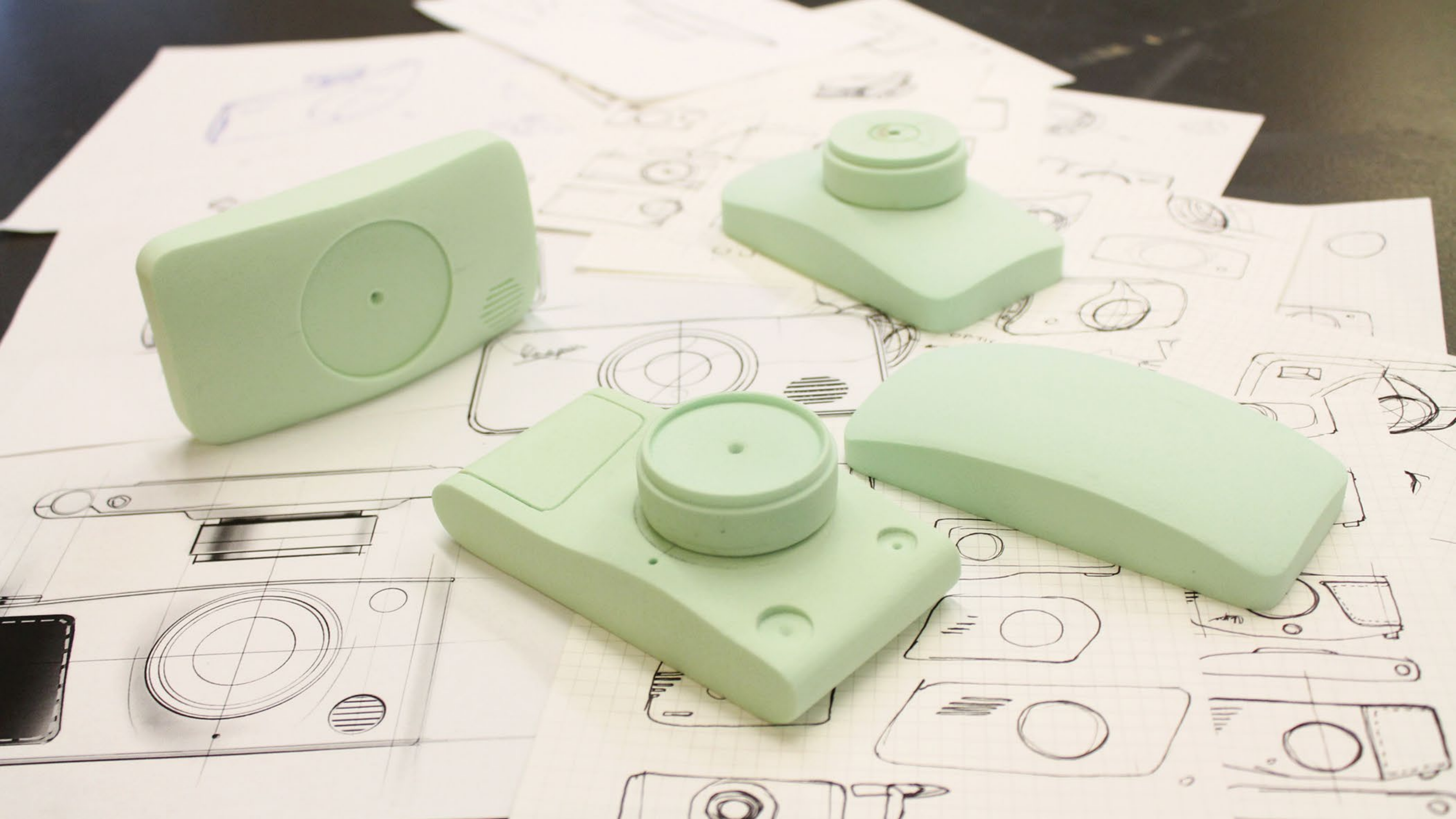


SOPHISTICATED
FUN
RETRO





Camera:
"Capture the experience"





pop-up flash

low profile shutter

3.3" LCD touch screen

removable manual zoom



mic./speaker