



Principles of Branding & Self Promotion

Are you being recognized for your greatness?

Do people know what you do and how well you do it?

Why have you been passed over by that potential client or employer time and again?

The answer is simple but probably not what you want to hear.....

.....no one is thinking about you!

Are you exchanging contact details or adding people to social media networks?

If not, why not?

If you start developing useful contacts now, you may find it far easier to find work when you graduate.

One of your fellow students may have skills that will help you, and you may have skills that will help them.

How will you ever know if you don't communicate with them?

Are you looking for professional contacts outside of the university?

If not, why not?

Don't leave it until you graduate, start making those potentially valuable contacts now.

People won't know who or where you are, or what you can do, unless you tell them.

Have you started researching the industry you want to work in – do you know what kind of work there is out there?

If not, why not?

Have you bookmarked websites that may help you to learn about the opportunities that exist in your industry?

Do you read industry magazines or belong to online creative communities?

If not, why not start now.

Task 1

Personal Branding First Steps

What is a Creative Act?

What is your role as a creative?

Communicator and problem solver

What is a creative brief?

A problem

What is your creative work?

A solution(s)

What is a Creative Act?

‘Bisociation’ - combining two unrelated pieces of information to form a third idea (Koestler, 1964)

Creativity - an association of ideas, information or materials to form new concepts. Sometimes described as ‘new combinations’.

Don’t creatives do this all the time?

It works in two stages - **divergent thinking and **convergent** thinking.**

What is a Creative Act?

In his book, *Applied Imagination (1953)*, Alex Osborn noted two distinct kinds of thinking that are essential to being creative and solving problems:

Divergent Thinking

Generating lots of options

Convergent Thinking

Evaluating options, making decisions

Divergent Thinking

Defer Judgment – Deferring judgment isn't the same as having no judgment. It just says “hold off for a while”.

Avoid judging ideas as either bad or good in the divergent - thinking phase.

Combine and Build – Use one idea as a springboard for another. Build, combine, and improve ideas.

Divergent Thinking

Seek Wild Ideas – Stretch to create wild ideas. While these may not work directly, thinking outside the box allows the space to discover extraordinary ideas.

Go for Quantity – Take the time necessary to generate a long list of potential options.

Convergent Thinking

Be Deliberate – Allow decision making the time and respect it requires.

Avoid snap decisions or harsh judgments.

Give every option a fair chance.

Convergent Thinking

Improve Your Ideas – Not all ideas are workable solutions.

Even promising ideas must be honed and strengthened.

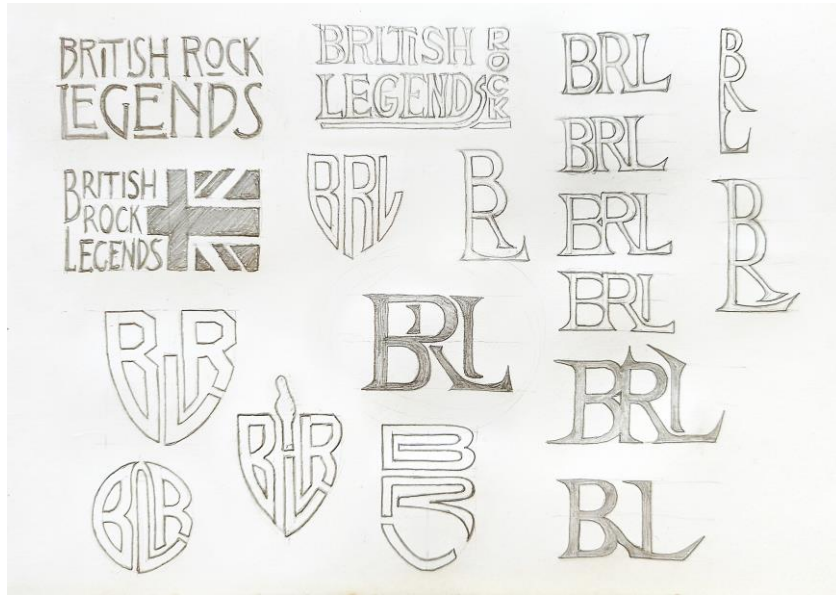
Take the time to improve your ideas.

Consider Novelty – Do not dismiss novel or original ideas. Consider ways to tailor, rework, or tame.

Each of us engages in both kinds of thinking on a daily basis.

The secret to creating new ideas, however, is to separate your divergent thinking from your convergent thinking.

This means generating lots and lots of options before you consider evaluating them.



British Rock Legends Logo Ideas Sheet 1



British Rock Legends Logo Ideas Sheet 2



British Rock Legends Logo Ideas Sheet 7

British Rock Legends
 @British Rock Legends
 @British Rôck Legends
 @British Rock Lègends
 @British Rôck Lègends

British Rock Legends Logo Ideas Sheet 3

BRITISH ROCK
 LEGENDS
 BRITISH ROCK LEGENDS
 BRITISH
 ROCK
 LEGENDS

British Rock Legends Logo Ideas Sheet 4



British Rock Legends Logo Ideas Sheet 6



**This is the approach I want to see
in your concept development for
your personal branding – let me
see everything you do!**

**So what does the term 'Brand'
mean to you?**

Brand Identity

A brand is the way a company, organization, or individual is perceived by those who experience it.

More than simply a name, term, design, or symbol, a brand is the recognisable feeling a product or service evokes.

Brands, then, live in the mind. They live in the minds of everyone who experiences them.

Brand Identity

Branding is the visual expression of the heart behind your business, or yourself... a story that can't be told with a template design or a generic solution.

It should be distinctive, strategic, personal to you and memorable.

Is Yours?

The 4 pillars of branding

Narrative

You need to tell a story about the brand

Differentiate

Make it stand out from the crowd

Communicate

Reach your audience using the correct channels

Consistent

Keep to one key visual style

4 Pillars of Branding

Brand Name _____

Narrative	Differentiation	Communication	Consistency

Fill the boxes with notes, doodles, collage, anything you like.

What is a Metaphor?

- *A metaphor* is a figure of speech that describes an object or action in a way that isn't literally true, but helps explain an idea or make a comparison.

TIME IS MONEY

YOU'RE A STAR

Knowledge is Power

WELCOME ON BOARD

Life is a Journey

It's like shooting fish in a barrel

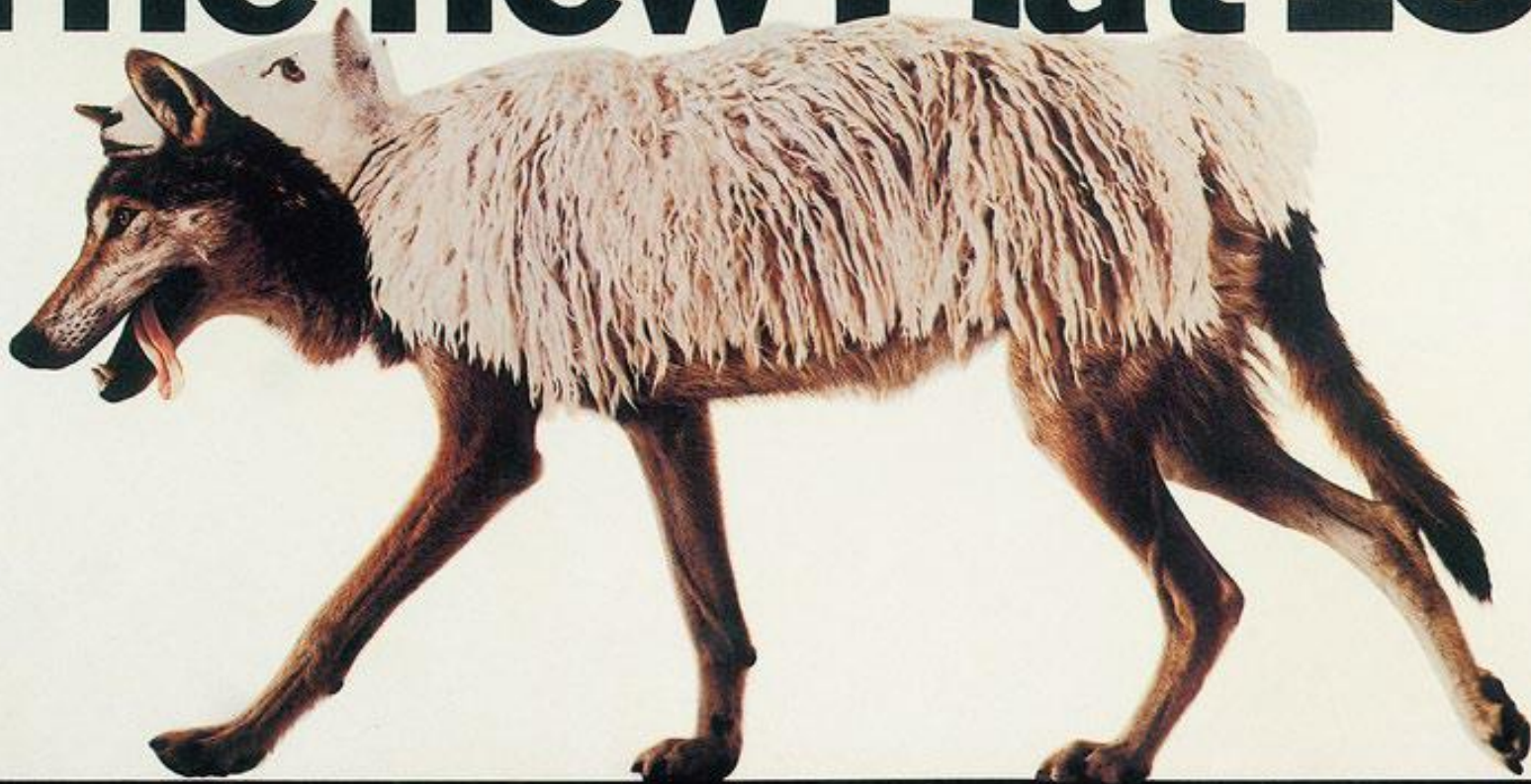
Why Metaphor?

- We think in metaphors, often without realising it
- Metaphors are integral to language
- Using metaphors in what we say reinforces our message

DESIGNED FOR PROFESSIONALS



The new Fiat 132.



FIAT

Metaphor Gestalt

If my brand was a it would be

COLOUR	ANIMAL	TYPEFACE	DRINK	ARCHITECTURE
HAIRSTYLE	LANDSCAPE	TREE	FRUIT	SMELL
TRANSPORT	SHOE	JACKET	SINGER	ARTIST

Brand Identity

Custom brand design is a timeless investment.

It elevates your perceived professionalism and makes a lasting impression at every touch point.

Brand design should be distinctively crafted, and intentionally strategic.

Brand Identity - Define Yourself

At the end of the day, your brand should make your business feel irresistible to your ideal clientele.

If you are a graphic designer your brand will be largely built around a distinct visual style, from your logo to your colour scheme to your choice of font.

Task 2

Personal Branding



Brand Identity – Do your Research

Look at other creatives in your respective industries:

What do you feel works, and what doesn't work, in their branding?

What colour palettes, fonts, and image choices stir the most emotion in you as a viewer?

Brand Identity – Do your Research

What elements of their website appeal to you?

How do they utilize social media channels to build their credibility?

How can you use this in your own branding?

Brand Identity – Do your Research

Once you've surveyed the competition you should also build ideal customer/client/employer profiles to determine how to market yourself.

You should always be aware of who your audience is and what they respond to.

Who is your target audience? Clients?
Employers?

Who do you want to see your work or make an impression on?

Brand Identity – Do your Research

Find out who is working for the best clients and producing the best work.

How can you attract those kind of clients or gain the same level of exposure?

Use a LinkedIn company employee search?

Brand Identity – Be Consistent

Consistency isn't a “step” of branding so much as a credo to live by.

Maintain the same username for all professional social media accounts and websites so these are what clients reach first.

You can always run one professional Instagram account for your design work, and a separate personal account.

Brand Identity – Visual Style

Once you know your brand goals and your audience one of the first tangible steps is to create a visual identity for yourself.

There are assets that you will need to create. Consider the following as a rough hierarchy of what you should tackle, in what order:

Brand Identity – Visual Style

Your logo (if applicable)

Your personal brand's colour palette

Your personal brand's choice of font(s)

Your website layout

Your social media account deliverables (profile pictures, banner images, etc)

Your physical deliverables (business cards, portfolios, letterhead, etc)



The Logo



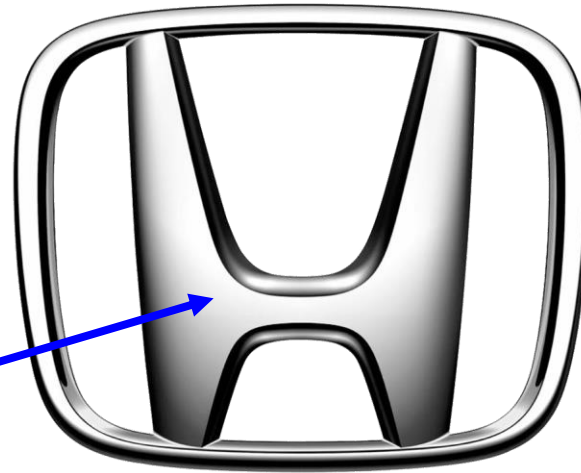
Logo - Word mark and device

WORD MARK

e.g Honda

DEVICE

e.g. H



HONDA

Together they form the logotype, which is a visual shop window for the Brand

So what makes a great logo?



5 PRINCIPLES OF EFFECTIVE LOGO DESIGN

Simple

Memorable

Timeless

Versatile

Appropriate

Simple

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable.



Good logos feature something unique without being overdrawn.

Memorable

Following closely behind the principle of simplicity, is that of memorability.



An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo.

Timeless

An effective logo should be timeless – that is, it will endure the ages.



Will the logo still be effective in 10, 20, 50 years?

Versatile

An effective logo should be able to work across a variety of mediums and applications.



The logo should be functional.

Versatile

Ask yourself; is a logo still effective if:

- Printed in one colour?
- Printed the size of a postage stamp?
- Printed on something as large as a billboard?
- Printed in reverse (ie. light logo on dark background)

Appropriate

How you position the logo should be appropriate for its intended purpose.



For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & colour scheme. This would not be so appropriate for a law firm.

Appropriate

A word of advice for the illustrators

Don't try to be graphic designers or advertisers

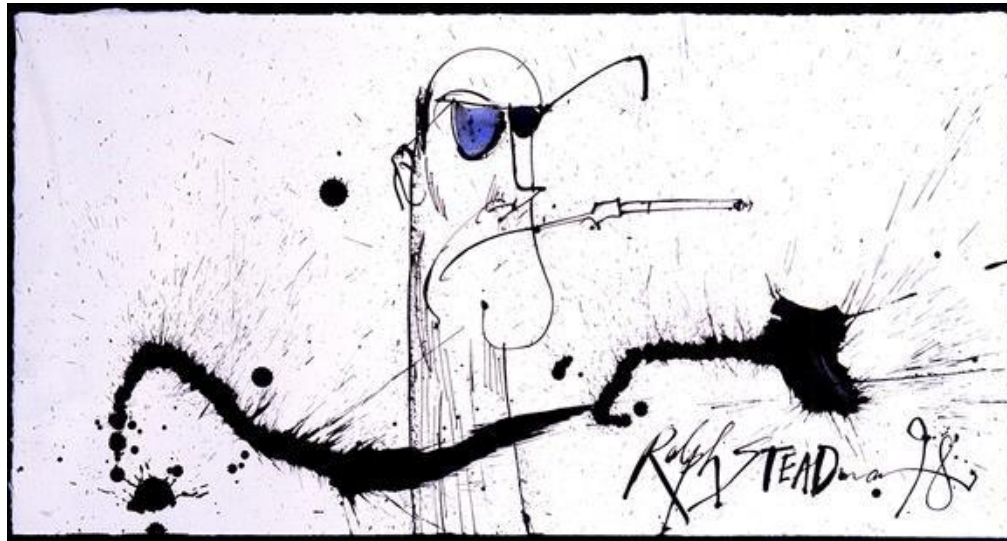
Play to your strengths

Your branding may not need a stand alone logo in the conventional sense...

...but rather a representation of your visual style

For example

Appropriate

A handwritten signature in black ink that reads "Ralph STEADman" with a registered trademark symbol (®) at the end. The signature is stylized, with the first name in a cursive script and the last name in a more blocky, hand-drawn style.

<https://www.ralphsteadman.com/>

What about bad logo's?







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ARRANGEMENTS

Hidden Meanings





PITTSBURGH ZOO

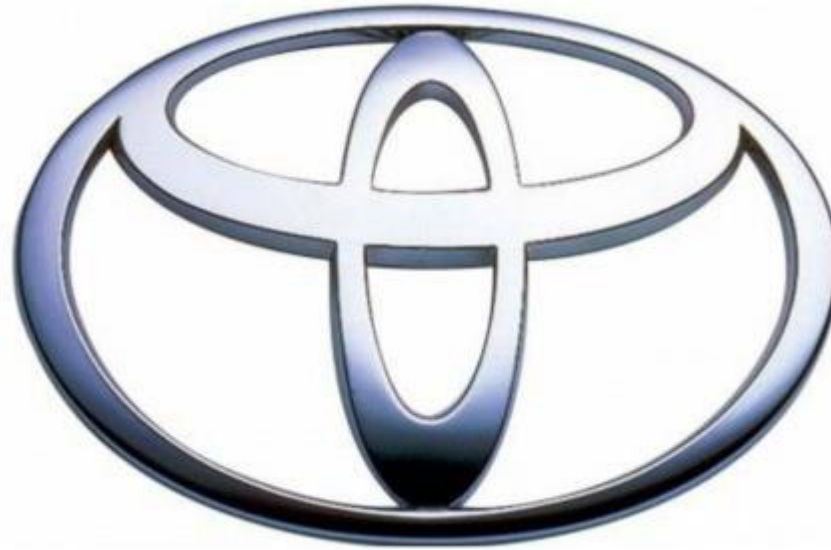
& PPG AQUARIUM







beatsTM by dr. dreTM





Everything from A to Z











**Hope for African
Children Initiative**



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Research Task

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