

# Thomas Owens

Interaction Design



# Branding and Logo Design

Also overview and catch up on Animated Logo Project



# BRANDING

is the way that your customer perceives you







What is a Brand?

Can you think of any other elements to a brand?

# Good Logo Design Should consider

- Scalability
- Looks good in black and white
- Makes it timeless
- It memorable
- Originality
- Clean and Clear

It's about Digital Communication, Brand recognition and creating a conversation.

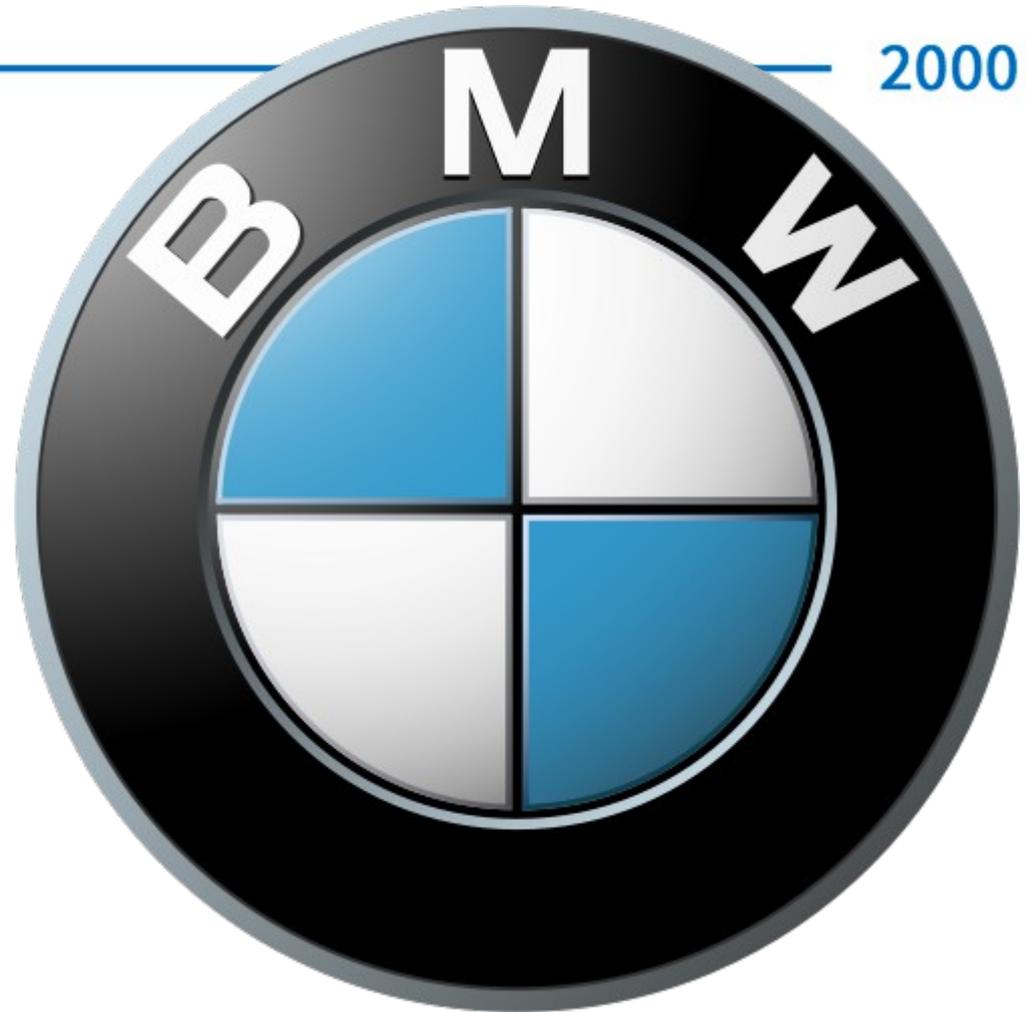
Cognition



1916



2000



History

Conversation

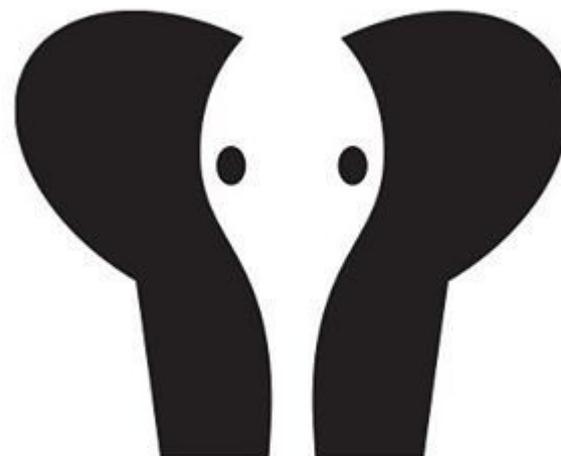
Semaphore

Double meaning  
and cognition,  
broken cross.





Great animation on TV ad, have a look.



British standard conveys quality.



← UK's oldest registered trade mark.



East India Co.  
Able to  
communicate  
across language  
barriers.



1893-1901

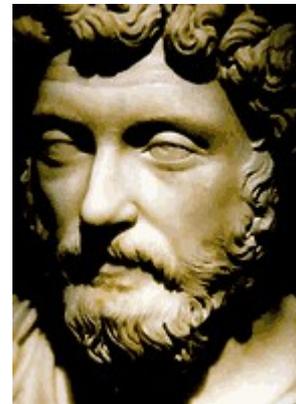
Taking ownership of a font



First use of negative space maybe.



[www.CarragonyOnline.com](http://www.CarragonyOnline.com)





1974

1994

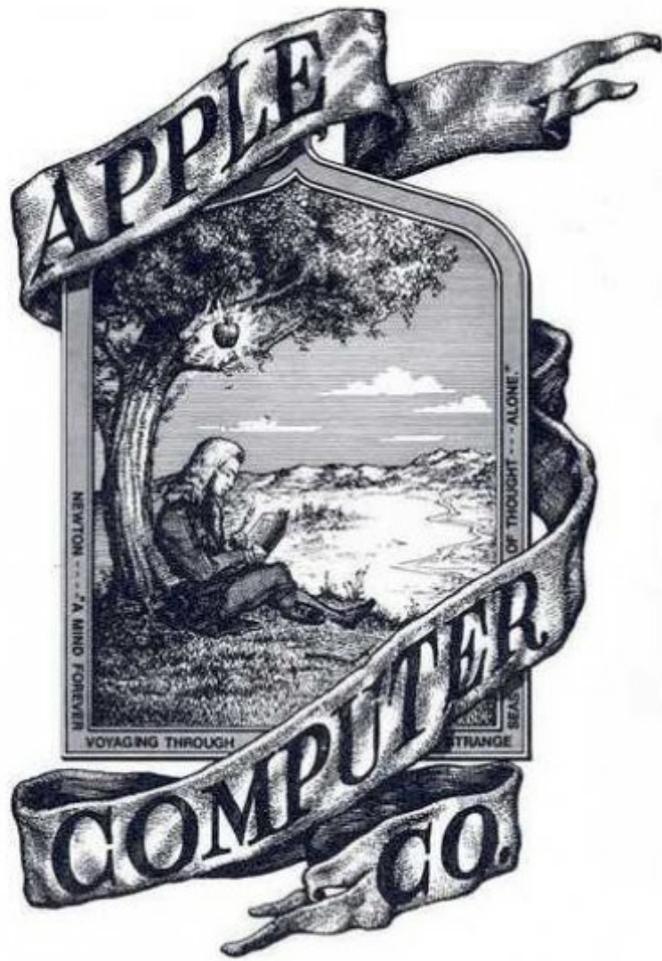


Award winning design and use of negative space.



Moby Dick origin of name.





How brand develop over time. An early Newtonian influenced Apple Co Logo believe it or not.

1865

2013



**NOKIA**  
Connecting People

Branding communication, getting it right!

Reebok  Reebok 

1995-1996



1986-1996



1996-1998



1998-2000

Reebok

2000-2002

*REEBOK*

2002-2004



2004-2006

**RBK**

2006-2008

Reebok

2008 - PRESENT

Constantly  
evolving  
Now on 3 letters  
Communicate  
the brand.

The origin of the brand and creating conversation, the most recent is how the logo will appear on the product, which provokes a mental image of the car.



1939



before  
WWII



after  
WWII



2000

Originally coats of arms were used to assert identity, this has evolved into a simpler brand. The simplest versus can be more powerful and therefore the best example there of.

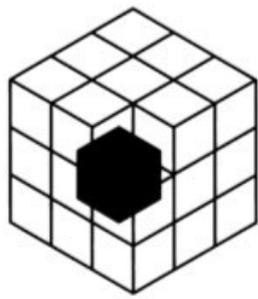


Notice the quartering of the emblem





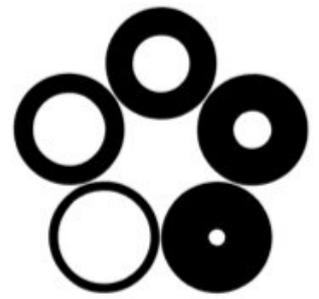
Crosses



Cube



Diamond



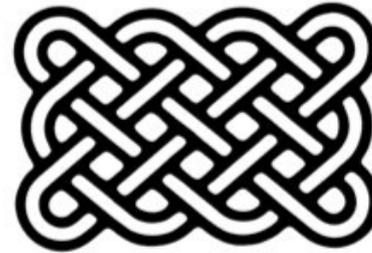
Dots



Hexagon



Lines



Loops



Outline



Ovals



Rectangle

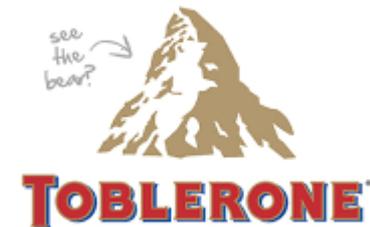
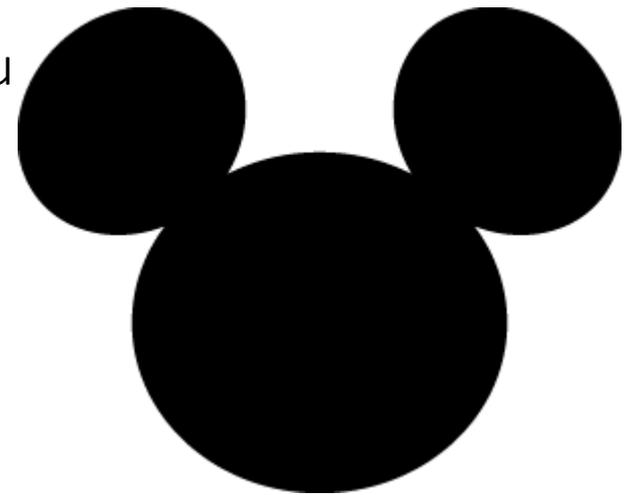


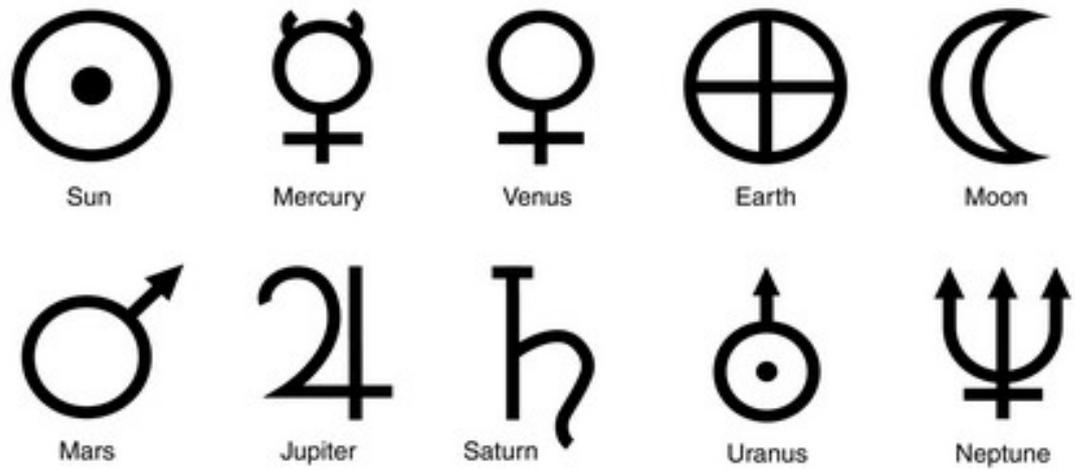
Reflection



Rings

Taking ownership of such a simple design means you create a conversation where ever 3 circles might be seen. i.e. Clouds.





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Double meaning can be good as well as have a negative connotation



Not sure what these are for, any  
guesses?



# Hopefully I have inspired you.

Have a go your self at making a logo and justify it with design principals.

- Appropriate tone for the brand.
- Don't scream the message.
- There's more than one way of doing this.

Tools: Google, Canva, Photoshop.