

Brand Birth to Brand Launch.... the Success Story

Case Study by Communication Design Students under the module - Brand Design

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Abstract:

Entrepreneur who are the founders of business proposal which may be service or product oriented don't have the clarity about the branding or what is a brand, when it is to defining their brand identity, or message with visual representation. They just think of the business without any clarity of the brand. This has to stand out in the market crowded with other brands.

As quoted by Steve Forbes “Your Brand is the Single Most Important Investments You Can Make in Your Business”

This paper elaborates that Branding isn't about looking good; it's about making an impact to the stakeholders, explains how a brand visual identity develops a powerful, identifiable presence and how its personality reflects its beliefs and goals. Assure the masses that they will immediately comprehend the brands meaning. The brand visual identity builds a strong emotional bond with customers to win their loyalty and a love for the brand and its various variety of goods it manufacturers.

After conducting extensive market research, a manufacturer or an industrialist must first decide on a company's name, describing its business model and the components that will be introduced to the market and recognized by its name by the ultimate consumers. Any product gains a brand visual identity when consumers recognize it by its name. Your brand should go through a rigorous process of applying all the basic elements, design principles, typography, color and visually attractive impact on the end consumers if you want to make them fall in with the brand at first sight. So that this secret component, which is recognized by a visual identity, makes the brand's visual identity design stand out in the marketplace. This article explains how students can apply the aforementioned basic elements, principles of design, typography and color to learn and practice design theories so that they can express their creative unique ideas through this brand design projects. In order for your brand's visual identity design to stand out from the competition and be recognized by a visual identity, this secret ingredient is necessary.

For students who have chosen visual communication design as their specialty, this article will open their eyes about the entire process and understanding about the brand visual identity design. The case studies of students will work as a guide for future designers, the learning and application process which is discussed in the classroom together with references to their completed final work. Also describes how a Brand Identity builds a strong, recognizable presence, its personality which reflects values and visions.

Key words: Birth of a Product, Brand Launch, Basic Elements, Principles of Design Colour Psychology and Typography, Print and Digital Media.

Introduction:

This publication studies the case studies of the outcome of the Students learning process in the classroom teaching with references of their works.

As said by Paul Rand “Design is so simple that’s why it is so complicated”.

The role of the mentor in Design Education is to transfer the knowledge in their design process and application methodology considering current technology and trends with the industry going hand in hand. The Five senses of human beings (Sight, Hearing, Smell, Taste and Touch) are very important for a graphic designer to know, so that when designing he has to understand the consumers perception in tangible way to create an outstanding Brand Visual Identity Design. Students will understand the logical thinking process of solving and applying the knowledge at the strategic level with innovative ideas of Brand Visual Identity Design which helps the students in understanding the entire process of application from conceptualization to commercialization. As we agree to the point that Design is a problem solving process with logical thinking which elevate the objective creatively and its practical application for the benefit of the end user. This involves needs of the end user and the goals of the company, and provides design services. Visual Communication Design students learn various aspects of design and intended learning outcome planned through curriculum design. Design processes and provide serviceable and functional design solution to its consumers.

To know about research methods, which incorporate knowledge about using design processes and thinking, technology, materials and processes, execution of job and business organization, etc. After learning these basic subjects, students take up a Communication Design Project in which they go through the entire design process to provide complete design solution to the client. The Communication Design students must master the design process to communicate collective information using different tools and technology. It may be any branch such as - for Visual Communication Design, Brand Design, Fashion Design, Product Design, Industrial Design, Accessory Design, Game Design, User Experience Design, User Interactive Design, Artificial Intelligence, Augmented Reality and Virtual Reality.

The process of creating a unique visual identity design for a product, service, or company, it encompasses various elements, including visual identity, tone of voice, messaging, and overall customer experience. The goal of branding is to differentiate a brand from its competitors, build recognition and loyalty, and ultimately drive business to the next level of success.

Brand Birth may be for any industry... such as Fashion, Product, Industrial, Jewellery, Game Design the list goes on. When the onlooker looks at any Brand Design in a Newspaper, Magazine or on the

roadside Poster, Hording or a visual merchandizing in a mall and on mobile, when the eye stops at a particular Brand or a creative layout which inspires the need to grab it, all this is done at a blink of the eye. Here the role of the designer ends as it is successful in its application. That is the power of Design Thinking, mind mapping with creative & innovative ideas, where the human brain processes what it sees.

The Elements of Design and Principles of Design, Gestalt laws, Typography, Composition, and Interactive story telling plays an important role to create a brand visual identity.

In this publication the importance of Typography and Colour is shown, as to how the Typography and colour plays an active role in design thinking, concept exploration, its process and application methodology considering current technology and trends. This helps students to master the art of Typography and Colour application for print and digital media.

The paper systematized as follows:

1. Literature Review
2. Fundamentals of Design and its importance
3. What is Brand Visual Identity Design
4. Exploration of the brief given
5. Design process
6. Final Brand Visual Identity Design
7. Students learning outcome
8. Conclusion
9. References

Literature Review

A design exercise should incorporate in order to teach that a particular type of knowledge to the students. Furthermore, it provides criteria for appropriate design exercises for each type of design knowledge. The findings are summarized in a framework. We believe that the work presented in this paper contributes to a better understanding of design knowledge and its transfer mechanisms, and it may serve as a basis for design educators to improve their teaching programs (Mueller, Roland M. 2012)

Zeenat Jabbar (Zeenat Jabbar Brunel Business School Brunel University 2014), a quantitative approach was adopted. A conceptual model was developed. This model looked at brand name, logo and colour and their collective association with, as well as their influence in, developing a brand's personality. A questionnaire was prepared and pretesting was carried out to test whether the constructs of the model were valid and reliable and that the instrument used was fit for purpose.

Haaga Helia 2020's Mai Nguyen

Brand consistency, which ultimately results in consumer loyalty and business growth, can be significantly impacted by Brand Visual Identity. The author of this thesis examines the necessity of having a Brand Visual Identity as well as how to create a successful one. The study was conducted using a survey of the literature, which is the primary basis for creating a Brand Visual Identity for Kokonat, the case company. Additionally, Kokonat's founders participated in qualitative research to learn more about the history of the business and the requirements and expectations of its clients. This offers great

assistance in developing a Brand Visual Identity that effectively conveys the brand's values and narrative to the intended audience.

Ly Dang, Vaasan University of Applied Sciences, 2018

The importance of Brand Visual Identity for a brand was effectively highlighted by the author. Most crucially, the brand visual identity package of Plann.eu was created through three stages: research, development, and design, using the knowledge gained from the first two theoretical chapters. Based on the case company's good feedback, the study's primary goal was therefore achieved.

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Brands must be given the personality qualities and visual components that best reflect the intended identity during the branding process. Scholars have examined how various visual components, such as the logo, typeface, and color, might convey the intended brand personality in light of developments in the communication sector.

Halmstad University's Engineering and Business School Visual brand identification by a company, faced with increasing rivalry due to globalization and the proliferation of the offer on the market (Marine Ballias, Julie Miridjanian, Bachelor thesis in Marketing). The aim of this study is to investigate and evaluate the process of creating a brand visual identity so that entrepreneurs who want to start small businesses can do it themselves. These efforts enable these businesses to get a result that enables them to stand out from the competition and make an impression on their clientele. Work with French businessman Charles Picard, who is preparing to launch his premium men's shoe brand, allows this method to be put into practice.

There have been numerous discussions over the definition of brand identity since Kapferer initially brought forward the idea in 1986 (Janonis et al., 2007). Everything that contributes to a brand's significance and individuality is included in its identity, according to Janonis et al. (2007). According to De Chernatony and Harris (2001), a brand's identity consists of its values, mission, and moral image, which combined form the uniqueness that sets it apart. A brand's identity provides a means of positioning it and promotes a strategic approach to its management (De Chernatony & Harris, 2001). Brand identity has numerous facets, according to Kapferer (2008), and all brand communications, whether formal or casual, spoken or unspoken, should be consistent with the company's identity. The problem and the research Companies must have a strong brand image, which Drewniany and Jewler (2005, p.37) define as "the public's perception of the company or brand," along with a well-defined brand environment, "which includes the brand itself, expression, recognition and perception" (Storch, 2007, p.8). Customers will recognize and know them better as a result of this. Furthermore, the change from transaction – based to the relationship marketing “is reflected in the changing nature of the interactions between customers and sellers” (Kurtz, Mackenzie and Snow, 2007, p.291). Entrepreneurs are defined as “those who may be founders or owners of the new business or managers of the existing firms” (Peng 2009, p. 254)

Fundamentals of Design and its importance:

What makes something visually appealing? The way in which Elements (your ingredients) and your Principles (the way in which you prepare those ingredients) are arranged. The basic elements are Dot or Point, Line, Shape, Texture, Color, Space and Value and the principles are Balance, Proportion, Rhythm, Harmony, Contrast, Emphasis and Unity.

The basic elements and principles of design take a major role to induce the onlooker to look at the brand visual identity design which ends for the purchases.

The basic elements and principles of design are very essential to create a Brand Visual Identity design. The arrangement and placement of elements and principles in a given space to create a visually appealing and effective whole design like shapes, colour, text and images communicate a message and guide the viewer's eye. These components are purposefully created and influence the brand's positioning, values and image. For example, a professionally created Brand Visual Identity design can evoke specific emotions and mental images in customers, and a well-chosen color scheme can complement the brand's attributes. Enhancing brand memory and building customer brand equity can be achieved by integrating these design features consistently across all the touch points, from digital media to product packaging. A unique brand visual identity design immediately grabs the consumer's attention and, when their experiences align with the intended brand visual identity design, it increases brand awareness, retention and affiliation.

Color: Color theory is the science and art of using color. It explains how we humans perceive color, and the visual effects of how colors mix, match or contrast with each other. Color theory also involves the messages that colors communicate and the methods used to replicate color. People decide whether they like a product or not within 90 seconds. 90% of this decision is solely based on color. So, a very important part of your branding must focus on color. Color will help build any Product which increases Sales & Goodwill. How color harmony is crucial to design thinking process and its application technique in light of contemporary trends and technology. Students benefit from this as they learn how to apply color for the print and digital media. The interplay of font color and background color also affects readability and overall design.

Role of Typography:

Typography plays a crucial role in the design Brand Identity. Typography is the vehicle through which we communicate tone, age, gender and emotions. Visual characteristics of the font speaks louder than words. Typography plays a role of mediator to Communicate through print or electronic media with people in their local language and scripts. Typography plays a crucial role in brand identity, shaping how a brand is perceived and remembered. It's not just about choosing a font; it involves the entire visual system of text, including style, organization, and distribution. Effective typography contributes to a brand's overall image; helps convey its character, and influences consumer perceptions and loyalty.

Type Styles: There are 5 Styles of Typography – Roman, Gothic, Old English, Scripts and Decorative.

Typeface Selection: The choice of font is just the beginning; consider factors like font family, font weight, spacing, kerning, tracking and alignment.

Visual Hierarchy: Use typography to create a visual hierarchy, guiding the viewer's eye and highlighting important information.

Shapes: Using shapes are used to uplift the brand image. Shape or forms are made by connecting lines, these may be straight, curved or a combination. Shapes may be Visual or Structural Two – Dimensional or Three – Dimensional.

What is Brand Visual Identity Design?

The Brand is an easily ‘recognizable name’ that immediately tells people about a certain organization that manufactures Product or renders certain services, which is induced in the peoples mind like Tattoos. A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.

- Brand identity is the collection of all elements that a company creates to portray the right image to its consumer.
- A recognizable name that immediately tells people about a certain organization that manufactures certain products or renders certain services.
- Brand identity is the way people recognize the brand through the logo or other associated visuals.
- Goodwill of the Company

“A distinctive collection of the brand associations that the brand strategist seeks to establish or preserve” is the definition of a brand identity. These connections symbolize the values of the brand and suggest a commitment made by the members’ organization to its clientele. By producing a useful proposition with functional, emotional, or self-expressive benefits, brand identity should aid in building a relationship between the brand and the consumer (Aaker, 1996, p.68). To build an effective brand, the brand identity concepts is required. A simpler way to define this concept is that the brand identity is how the company wishes the public to perceive it. The brand identity relates to an emission concept (Kapferer, 1998), in contrast to the brand image, which is how consumers viewed a brand (Kapferer, 8 2008).

According to Randall (2000), it is what the business sends out to the marketplace. It is necessary to build the brand identity based on certain features in order to make it relevant and to help consumers recognize the brand among its rivals. It must be “distinctive, sustainable, adaptable, memorable, authentic, and add value” (wheeler, 2006, p.6). The visual identity which is a component of the information area (Olins, 1998), is a unique component of the brand identity (Pinson & Jinnett, 2006), as the aforementioned description makes clear. “The graphic components that all together provide a system for identifying and representing a brand” is one way to describe visual brand identity or corporate design.

“We don’t just want people to buy a brand, we want people to buy into a brand, to make it part of their lives.” - Stan Richards, the Richards Group

Task on Self Branding Visual Identity Design brief as shared with students:

Assignment Brief: To create a Self Brand Design / Logo Design for your own upcoming organisation in the heart of Pune city.

Step 1: Write your name & surname. e.g. Vijay Shah

Select 3 letters of your name & surname; e.g. Vijay Shah = VIJSHA OR SHAVIJ OR create a new name from the all the letters of your name - VIJAY SHAH - VASYA in not less than 4 letters to max. 12 letters. Your created name should have a meaning in it. You can have 2 words also if applicable.

Step 2: Add your zodiac sign symbol separate OR combining both. Concept exploration shown below.

Step 3: Add a supporting punch line to the logo design.

Size of the Logo: 15 cm width.

Process: After selecting any one of the concepts, create 3 Pencil scribbles on A4 bond paper. Selection of logos from rough sketches in discussion with faculty.

Design process:

Step 1: Name Explorations - VIJAY SHAH

Vish – Poison, Hasya – Joy, Vaysa – Royal, Jiva – Immortal

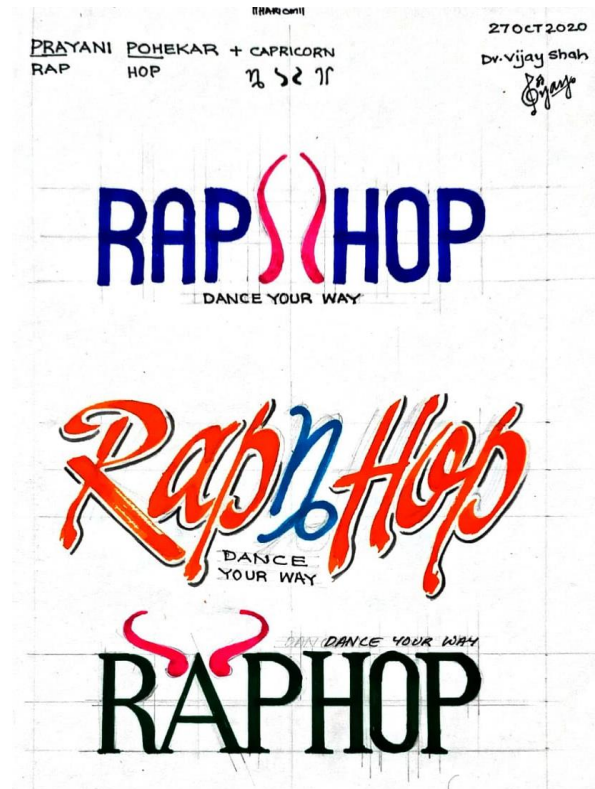
Step 2: Date, Month of Birth – 6th April –

Step 3: Zodiac Sign: Aries



Explorations:



**Students learning outcome:**

1. Sharing the Basic knowledge of Gestalt Principles, for designing Self Name - Brand Identity Design - (Logo Design)
2. To make the students understand the subject in depth, and visualize all the applications of design, such as color balance, Positive and Negative spacing, selection of font sizes, font styles, readability, legibility, leading, spacing, alignments, etc. while making them create new concepts for logo designing, composition, layout design, reduction and enlargement process, and brief introduction of different types of printing etc.,
3. The learning process of classroom teaching with references of their works done, and how they gained the strong knowledge of Elements and Principles of Design, Typography and its application in constructing the Brand hierarchy throughout their Branding module.

Conclusion:

In conclusion, typography is a powerful tool in brand identity, influencing everything from brand character and emotional associations to user experience and brand recognition. By carefully considering

the design and application of typography, brands can create a strong and memorable visual identity that resonates with their target audience.

The Impact of Graphic Design on Brand Identity and Consumer Perception Design is about making an object or offering something tangible that can be easily associated with the five basic senses. Companies aim to establish a unique brand identity that can attract consumers in today's society. Graphic design, as a means of communication tool, helps to develop the image and control the perception of the brand by the consumers. More than half of consumers make decisions depending on the aesthetics of a brand's products and advertising materials. The statistic highlights the importance of graphic design in attracting customer interest and influencing their perception. Graphic design involves different aspects such as logo, color, text, and appearance.

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