R094: Visual identity and digital graphics

Why do companies have a visual identity?
- Create a recognisable/familiar brand.
- Develop brand loyalty.
- Establish a brand.
- Visually communicate with their customers.

A visual identity is a combination of graphic and visual elements used to represent a brand

Audience segmentation categories

Age:
Age can be broken down into generations, school year or age groups, as well as in relation to family positions, e.g. Generation X; people who were born in the 1960s; 17–21 year olds; teenagers; grandparents.

Gender:
An identity that relates to the socially constructed ideas of being male or female. People can identify as male, female, or can choose to be non-binary, e.g. females who view themselves as feminine; biological males that view themselves as women; females or males that view themselves as not being either female or male (non-binary).

Location:
This relates to the specific place that the audience live or work. It could be a continent, country, region, county or even a specific town or city, e.g. people who live and work in the city of Liverpool.

Education:
The level of learning that someone has. This could impact their understanding of or interest in a media product, e.g. some people stop education after achieving GCSEs, while others have a master's degree.

Income:
The amount of money that a person either earns through their occupation or has coming into their account, e.g. managers earning £31 000 or more per year.

Interests and lifestyles:
The pastimes, hobbies and activities that the audience is already interested in. Interests link closely with trends and can be part of someone's lifestyle – the way they choose to live their life, e.g. males who are into bodybuilding and have a very healthy lifestyle.

Occupation:
A person's occupation is the job that they do. Different jobs require different levels of skill, knowledge and education, e.g. lawyers require a different level of education to cleaners.

Bitmap

Description:
- An image that is made up of pixels that each contain a colour.

Characteristics:
- Commonly used for photographs and web pages.
- Compatible for print and web use.
- Some file formats support transparency.
- Takes up a lot of storage because it needs to store each pixel.
- Can depict very detailed images, since each pixel represents a different colour.
- Needs to be compressed.
- Not scalable and can lose quality when images are enlarged.
- Uses less processing power than vectors.
- Common file formats include jpg and png.
- Each pixel can store a number of bits which represents the colour depth.

Vector

Description:
- An image that is made up of lines and curves using mathematical equations.

Characteristics:
- Commonly used for logos and web icons.
- Limited colour capability; cannot show gradients. Not suitable for photo-realistic images. Most suited to images with few colours.
- Need specialise software to open and edit the graphic.
- Takes up less storage because it only needs to store details about the objects.
- Doesn't need to be compressed.
- Scalable – does not lose quality when enlarged.
- Uses more processing power than bitmaps.
- Common file formats include ai and svg.

VECTOR — resized x5   BITMAP — resized x5

Components of visual identity

The logo of a brand is normally at the forefront when it comes to representing who they are what they represent. There are three main components to a logo: Name, Logo and Strapline/Slogan.

Logo
The first element to focus on is the two-tailed siren design of a 16th century Norse woodcut which is used as a reference to Seattle and the sea. Seattle is where Starbucks was founded. This is encapsulated inside a circle and you'll be looking at the purpose of shapes in a later lesson.

Strapline/Slogan
The logo itself doesn't include a slogan. You will be more familiar with slogans used for McDonalds (I'm Lovin it) and/or Nike (Just do it)

Starbucks use straplines relating to its coffee, customers, the seasons and holidays such as:
- "Coffee that inspires."
- "It's not just coffee. It's Starbucks."
- "Brewed for those who love coffee."
- "Share joy."

Name:
As you can see clearly on the logo it has the name of the company "Starbucks Coffee". It tells you the brand name and what their product is.

| Moodboards	Mindmaps	Concept sketch	Visualisation diagram
Used to assist in the generation of ideas	Used to link ideas	A concept sketch is a simple freehand drawing to develop an idea which may include brief annotations	a visualisation diagram is a rough sketch of what the final product will look like and is passed onto someone in production ready for development
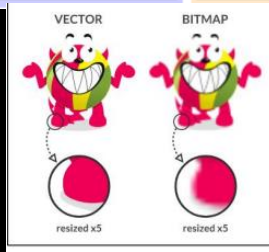
Colour	Associated meanings (connotations)	Brands that use it
Red	Passion, excitement, love, fire; often associated with playful or modern brands; however, also represents anger or danger	Cola-Cola Nintendo
Green	Can represent a variety of meanings varying from eco-friendliness, wealth to renewal; also nature, good luck, health and sickness, jealousy, life	Greenpeace Starbucks
Blue	Trust and reliability; certain shades are also associated with calmness, rest, peace, patience; freedom or escape	Visa Facebook
Yellow	Friendliness, happiness, creativity, optimism, warmth, cheerfulness; however, in some contexts can also represent sickness, cowardly behaviour or danger/hazards (especially if paired with black)	McDonald's Snapchat
Purple	Usually seen as a colour representing luxury/wealth/indulgence, nobility, royalty, wisdom; can represent peace, independence, magic	Cadbury Yahoo
Orange	Playfulness, energy, warmth, joy, fun, excitement, strength; brands will use it to stand out from others	Fanta SoundCloud
Black	Elegance, authority, power; however, it also has negative meanings such as mystery, fear, darkness, shadows, evil	Mercedes-Benz Nike
White	Purity, innocence, cleanliness, health, perfection, goodness, heaven, simplicity, safety; white may be used on top of another colour to ensure it stands out	Adidas Apple
Gold/silver	Purity, wealth, grandeur, courage, wisdom, hope, pride	Rolex Lindt

Task 1
- Have a look online at existing logos for similar products
- Copy and paste several onto the slide

Task 2
- Design your own graphic in your booklet then I can scan them in for you
- Aim to have at least FIVE different designs

MY DESIGNS

Task 3
Justify your design choices and why the visual identity is fit for purpose – link it to the scenario, purpose and target audience!