

R094 - TA1 - Develop Visual Identity

Keywords		Purpose of Visual Identity			Components of Visual Identity	
Visual Identity	Combination of several graphic and visual elements.	A visual identity is the style, theme and values that a company uses to represent themselves, they do this for various reasons: • Recognition/Familiarity By using the same visual identity consistently the company can be easily recognised and customers are more likely to buy more products from the same brand if they like others. • Establish a Brand Every company wants their visual identity to become a familiar name, A brand can be established by using consistent themes throughout their products. • Develop Brand Loyalty People who like one product from a company are likely to buy more, so using the same visual identity on different products will attract the customer. • Visual Communication The visual identity needs to say something about the brand, the company needs to consider colour, fonts and images used.			A visual identity is usually made up of different components such as: • Name This is usually the name of the company or a brand name. It is usually text based but could also be used as the main logo. • Logo This is usually a digital graphic that represents the company. It is often the most recognisable part of the visual identity. • Slogan A slogan can also be added to a visual identity. A slogan is usually text that goes alongside a logo and is a short catchy phrase to engage the user. This is likely to change over time.	
Brand	A brand is a name, term, or design, that distinguishes one seller's goods or service from another's					
Typography	The style and size of text					
Slogan	A catchy phrase used to engage the audience					
Ethos	The values that something or someone holds	Elements of Visual Identity			Visual Identity Design Style	
Loyalty	Being supportive of someone or something in all circumstances	A visual identity has to be constructed considering the technical elements such as: • Graphics Any shapes, symbols or graphics that are used for the visual identity. Care should be taken when choosing these to ensure they represent the brand and are appropriate. • Typography Typography refers to the style of text used to represent the company, this could be font type and size. • Colour Palette A colour palette includes a small amount of colours used to make up the visual identity. Brands must be careful of colours and choose what represents them. • Layout Finally the layout of all of these elements are important, most visual identities are simple but some are complex.			The design of the visual identity will depend on what the business is and would need to consider: • Business Type The nature of the business, what they do, what they sell, what they provide etc. • Brand Values This is what the company believes in, like their ethos. The brand values will impact the visual identity as it should show the audience what the company values. • Brand Positioning Businesses also have to consider what position they want their brand to take in society, examples are economy, mid-range or high-end.	
		Creative Media Spec	Further Reading	Video Links	Example	How to Revise
		 LINK	 LINK	 LINK	 LINK	 LINK
						