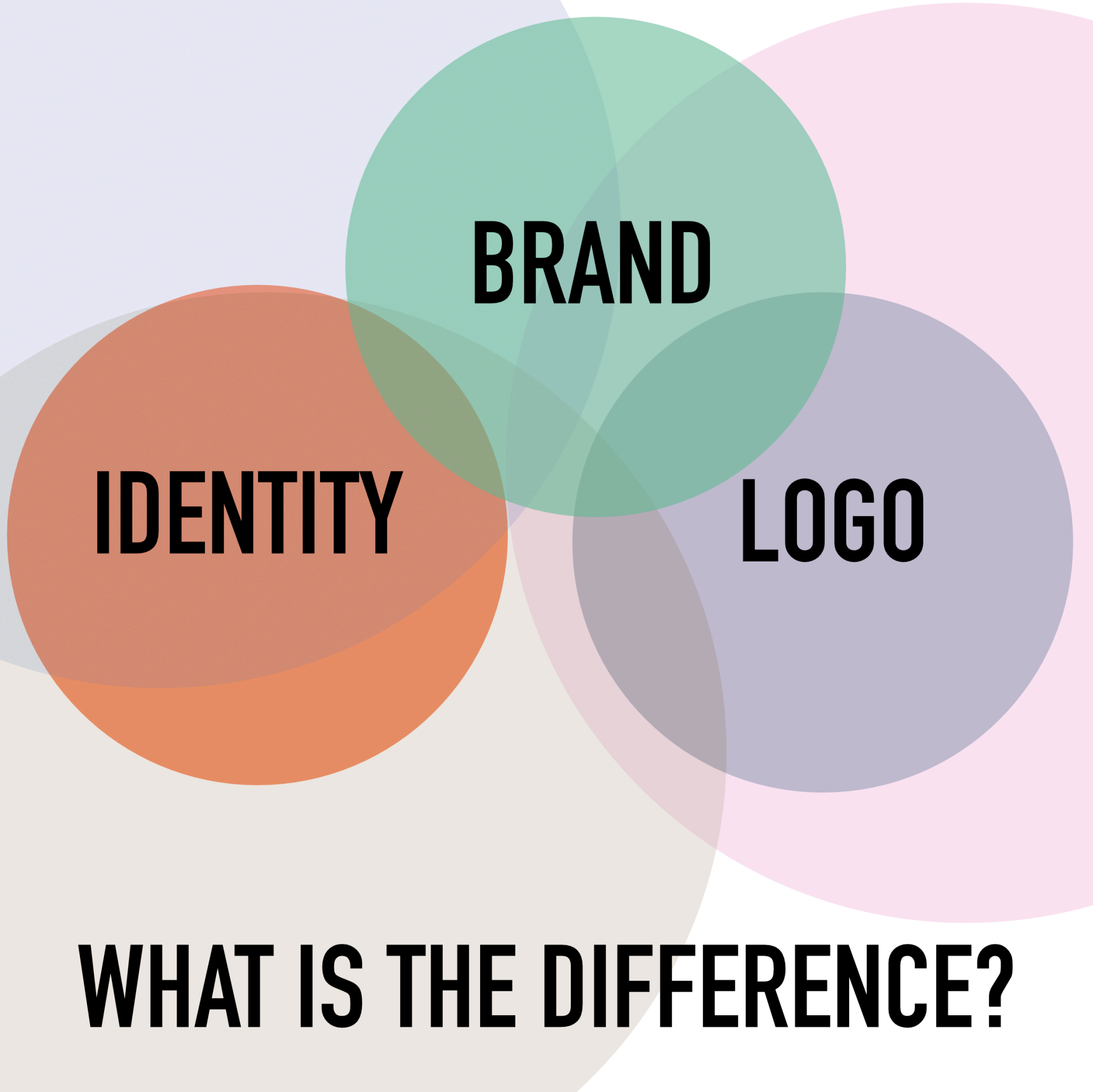


# THE CONCEPT OF IDENTITY



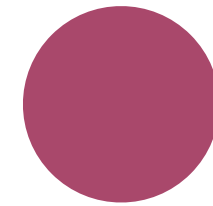
**BRAND**

**IDENTITY**

**LOGO**

**WHAT IS THE DIFFERENCE?**

# LOGO



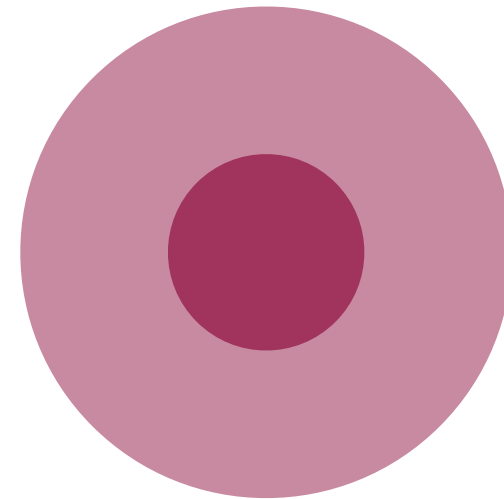
**Symbols, words, color, form, shape...**

Logo is the **face** of a company. It identifies a business in its simplest form.

It usually consists of **textual and/or graphical content** and should be created using a specific color palette.

# IDENTITY

VISUAL IDENTITY, VISUAL IDENTITY SYSTEM OR BRAND IDENTITY SYSTEM



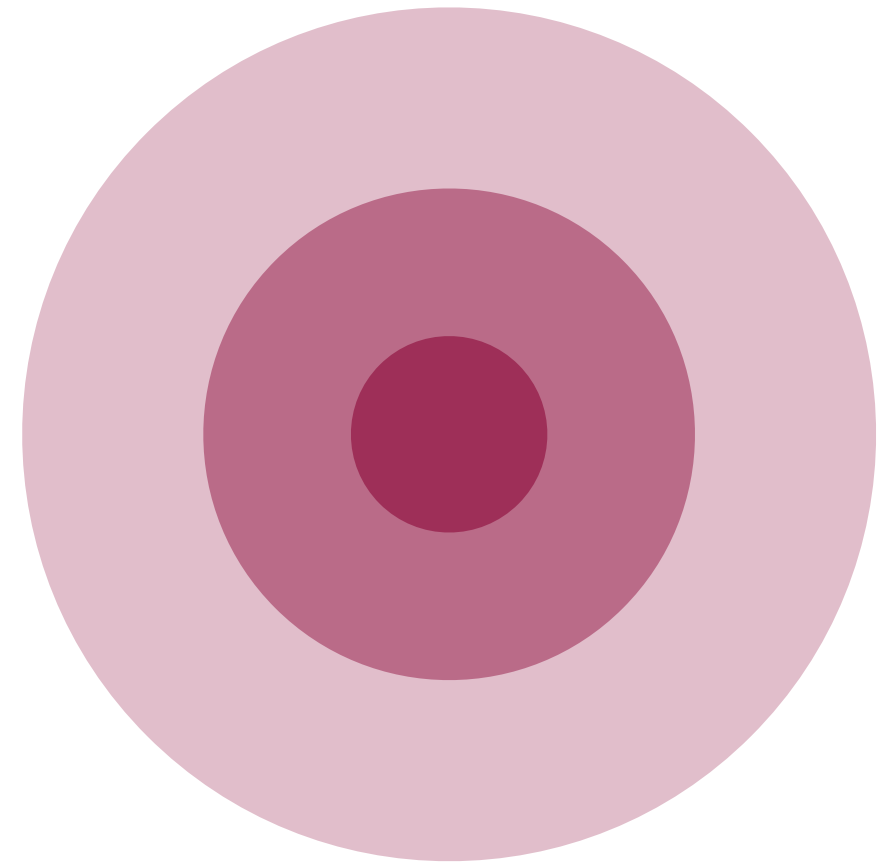
**Graphic imagery, color system, fonts, logo, products & packaging** (products sold and the packaging in which they come in), **mission statements, key messages, stationery** (letterhead + business card + envelopes...), **collateral** (brochures, websites, flyers...) **signage** (interior + exterior design), **apparel** (tangible clothing items that are worn by employees)...

Brand identity is a **collection of tangible expressions** of a company. It dictates all the ways a brand appears to an audience, it's made up of many **visual devices**.

An identity is formed of the physical aspects of the business that the customer engages with.



# BRAND



**Gut feeling, relationship, expectations, emotions, stories, memories, behaviour...**

Brand is how people **perceive** a company; it's what the consumers think of a company. It's about the **ideas** and **feelings** that **set a company apart** from the alternatives; it's the personality of a company.

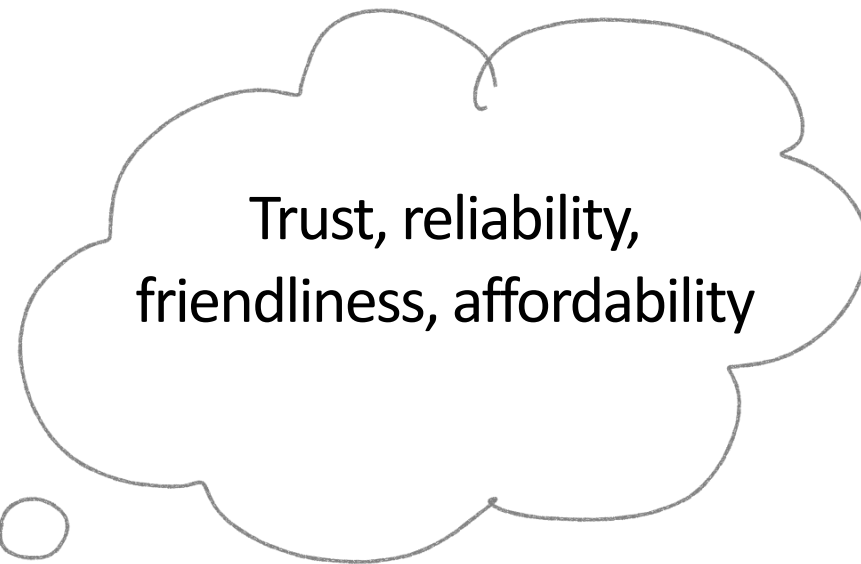
Brands are **perceptions**. They live in the minds of everyone who experiences them (employees, media, customers,...)



Image from <https://images.app.goo.gl/8g6AbRAeQ2QPJXd76>

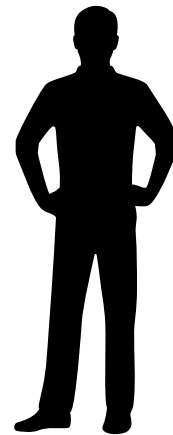
**WEBSITE**

User friendly



Trust, reliability,  
friendliness, affordability

**LOGO**



**SELF-SERVICE STORES**

= economical + fits  
the DIY policy

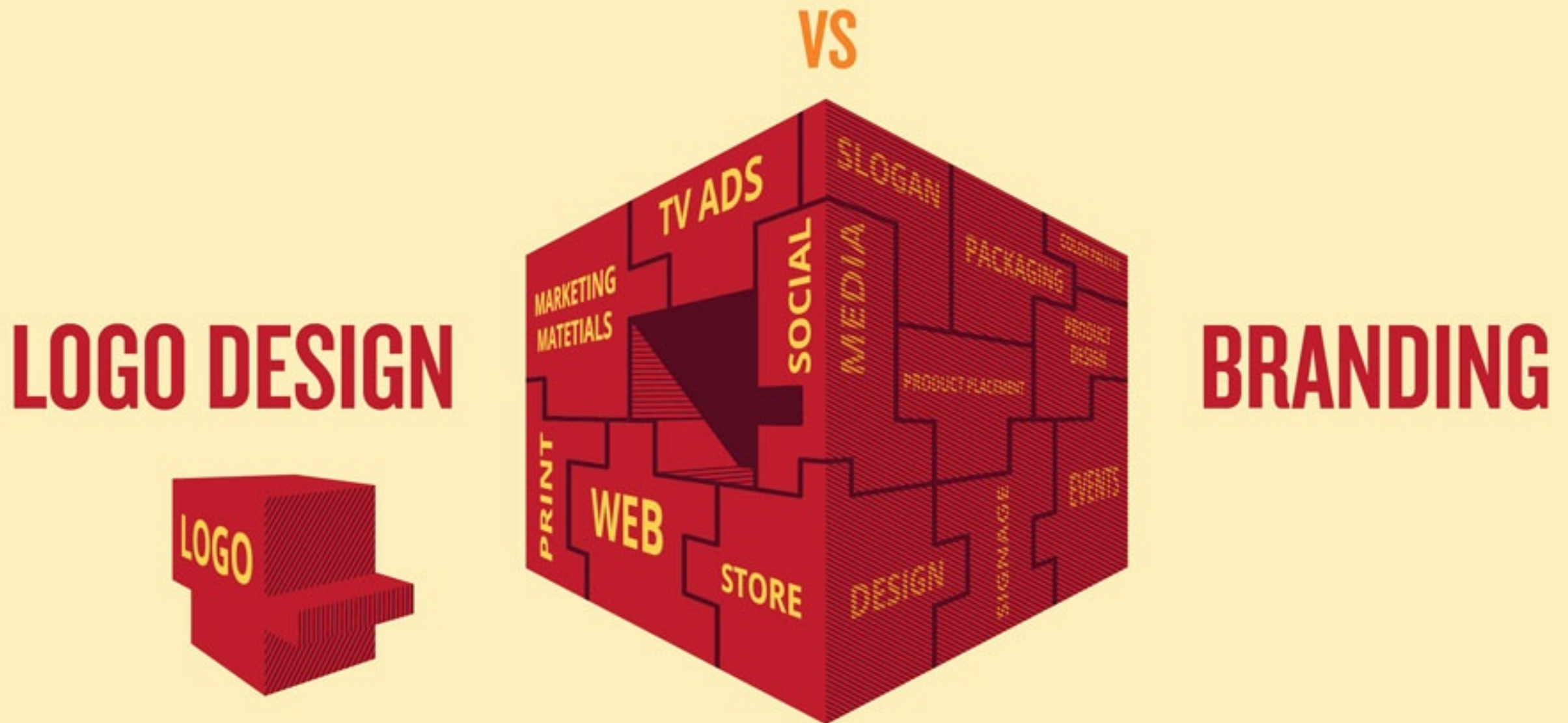
**BIG BAGS**

Simple + practical +  
highly durable

**PRODUCTS**

Efficiency + style +  
affordability

# LOGO DESIGN IS JUST S SMALL PIECE OF YOUR BRAND





# THINK OF YOUR FAVORITE COMPANY

- Can you draw its logo?
- Do you remember the colors used by this company? Would you change them? If so, how and why?
- Why do you choose this company (or service) over another? Is there any particular memory, expectation or story?



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**YOUR COMPANY'S LOGO  
DESIGN MUST BE A  
MEMORABLE WORK OF ART. IT  
SHOULD BE CLEAN, SIMPLE  
AND RECOGNIZABLE.**



## REFERENCES

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Image from <https://images.app.goo.gl/8pZMRXMxWh8pGdNv9>

