# Alison Cooley Design



Bringing creativity, energy and communication to great design and advertising

### **Print and Me**

- Family Dad
- 1982 College, Union, Apprenticeship, Career
- 2018 Alison Cooley Design

### **Branding and Design**

- Brands we know and love
- Colour and fonts
- The rebranding of Babble

### **Dad**



GPO, 1950s

### **Fleet Street**







Daily Express Building

### **Fleet Street**



Daily Telegraph Building



Paper delivery

### **London College of Printing**

Foundation Course in Printing

Composition

Reprographics/Planning

Printing

Print finishing/bookbinding

### Union and Apprenticeship/Work & Career

1983 – NGA – National Graphical Association

Companies and Apprenticeships

1986 – Changing world of print

Work and career

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# Branding and Design or Design and Branding

Which comes first?

## Branding

What is branding?

### **Branding**

- Your brand is whatever your client thinks about you
- Your clients own your brand, not you
- They own it, because they think and choose to use your brand
- It's up to you to decide how they think about your brand

### **Branding**

- What you want your customers to say about your business
- Good product/service
- Always wanting to improve on quality, products, service
- Delivery
- Promise

# Design

What is a logo?

### Design

- A logo is not your brand
- A logo is a visual image to help you stand out it's your identity
- Only when you know your brand, does your logo become powerful
- Once your customers have experienced you, your business, your services, and the quality you provide, then the two connect and your logo becomes the visual for a positive brand experience – the face of your business

### Successful brands

We know and love





What makes Apple so successful as a brand?

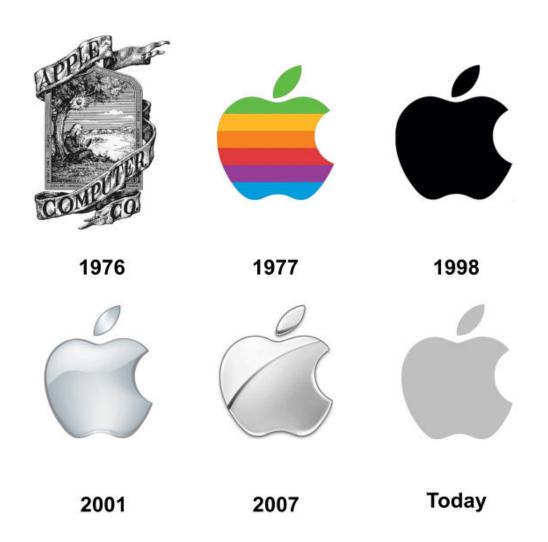
### **Apple**

- In the past, they were 2 years ahead of competitors
- Beauty in simplicity
- Quality in products
- Range of products
- Customer service
- Customer loyalty





The Apple logo





What makes Nike so successful as a brand?

### Nike

- Quality products
- Taps into customers emotions
- Sells a lifestyle
- Associates itself with big names in sport
- Never talks about their products in advertising, talk about great athletes
- Message is consistent





The Nike logo





What makes Amazon so successful as a brand?

### **Amazon**

amazon

- Innovative. Moving technology forward
- Design and content
- User experience
- Customer service



The Amazon logo







You have your brand, you now want to give people something visual to connect with what you do

### Your logo

### **Font**

- Keep it simple
- A font makes your logo recognisable and memorable
- Find a font which suits your company best
- Different industries rely on different values, which are communicated through different fonts
- A clean font is easier to reproduce across different platforms

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(Metric)

(Helvetica)

(Gill)

(Times)

(Garamond)

(Baskerville)

### Logo – Font and Colour

#### Colour

- Different colours mean different things
- 1-3 colours
- Colours form a visual connection to your brands values and personality
- The right colours can convey deep meaning about your brand
- The wrong colours can be harmful



EXCITEMENT PASSION STRENGTH ENERGY BOLD ROMANGE

CHEERFUE ENTHUSIASTIC FUN CONFIDENCE ENERGY PLAYFUL

HOPE FRIENDSHIP WARMTH CLEAR OPTIMISM 304 WEALTH

GROWTH HARMONY HEALTH LUCK NATURE PEACEFUL WEALTH

TRUST LOYALTY STRENGTH DEDENDABLE CONFIDENT

DEPENDABLE STABLE DEPTH NATURE COMFORTABLE

ELEGANTE POWER FORMAL SOPHISTICATED STYLE STRONG

BALANCE FORMALITY **NEUTRAL** RESPECT **CALM** SUBTLETY

### **COLOR** EMOTION GUIDE





The rebranding of babble