Designing a Visual Identity

Things to include in a visual identity:

- logo of some kind
- brand name or initials
- slogan or strapline

Visual identity is more than a logo

But a logo is a **really important** part of a visual identity

Designing a Visual Identity

Concept sketches are a major way of showing what a visual identity will look like

Designing a Visual Identity

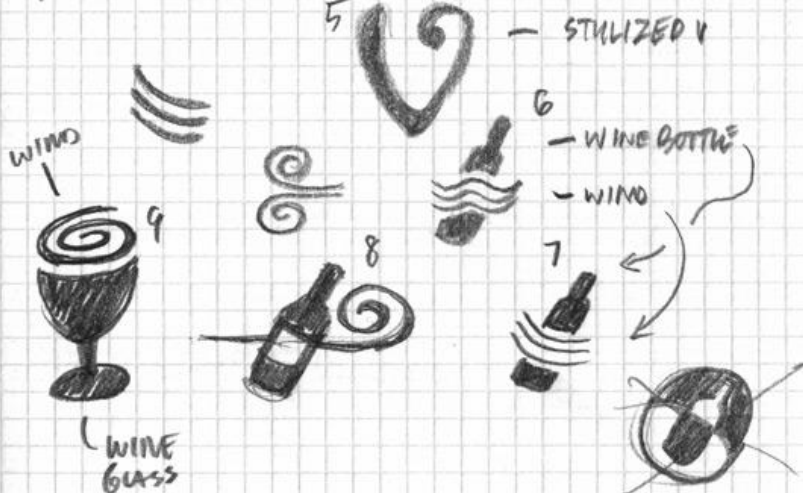Concept sketches need to show **a variety of ideas**

They need to think about colours, layout, shapes and typography (text styles)

They need to be **annotated** to help communicate your ideas

Both of these examples need more annotation and to consider colour more obviously

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