What is Visual Identity?

An organisation's **visual identity** "communicates values and core principles to the consumer, user or customer", "makes a brand recognisable" and "helps sell a product or idea"

It represents the organisation

When you see the **visual identity** you should know who the organisation are

What is Visual Identity?

This is partly about **target audience**

For example, this old Nickelodeon logo used bright colours, a bubble font and a fun shape because the brand was aimed at kids

What is Visual Identity?

A visual identity is made up of:

- logo
- graphics (shapes and symbols)
- typography (the style of text used)
- colours

Each of these things matter. You need to think about each of them when you design a visual identity

What is Visual Identity?

Part of visual identity is a logo

This logo uses shapes and colours as well as just the image

Older versions of the same logo used text as well

I'm using the Starbucks logo here under the same sort of fair use deal to illustrate, for non-commercial and educational use only the idea of a visual identity. Hopefully that keeps Starbucks' lawyers off my back…

What is 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

What is Visual Identity?

You might need to do some research about similar logos and visual identities

A moodboard or mindmap might be useful