

## **Identity and Branding**

Your identity is made up of personal, local, national, global and virtual “selfs.”

Your identity uses your aesthetics to construct the “self.”

Can the “self” change over time? Yes!!!

Can the “self” be a company or a group? Yes!!

Your brand or identity will be the center of the universe and all touchpoints will help to define it.

How do you start to design a “mark or logo” for yourself?

Understand how the brain works first and then manipulate it.

1. Shape is most important
2. Color is second
3. Content (this being a words, letters, or recognizable image).

How does your identity develop over time or change over time.

1. Perception
2. Behavior
3. Performance

### **Word Mark**

The name of the company or your name in its entirety.

### **Letter Form**

You use the initials of the company or yourself. Choose initials that make sense.

### **Pictorial**

You use a symbol or picture to help describe your identity.

### **Abstract**

You use shapes to define yourself, but they are not literal or representational.

**HOMEWORK:**

DESCRIBE SOME IDENTITY ELEMENTS THAT DEFINE YOU: (find images for your Pinterest Board)

3 characteristics about yourself
Shapes
Colors
Words or Letters or Quotes

Patterns

Textures

Rhythms

Images you take yourself