

Tips to Create Effective Branding through Graphic Design

Graphic design is a skill that applies in a lot of fields. Creating **brand identity design**, such as making logo, is one of the most popular tasks for graphic designers. A good brand identity design serves as a visual representation of a company or organization's identity. If you aim for the successful project as a graphic designer, you need to understand the steps in creating effective branding.

Steps in Creating Brand Identity

When a company requires your service as a graphic designer, there are several steps you need to follow to create a good brand identity, such as:

- Research and analysis.

The first step requires you to understand the target, value, and perception of this brand in public's eyes. It is to make sure that the brand design perfectly meets the target market. You must be able to capture the brand's vision and personality, which can be translated into the design.

- Creating design brief.

Design brief is the conclusion of your research and analysis process. Your brief must contain five basic aspects: the brand's message and goal, targets, values, mission, and the offered service or products.

- Creating concept and logo design.

When finally creating a logo, you can start from a basic design based on the brief. Create several concepts of the logo, and develop them. A good logo must be memorable, appropriate, versatile, and timeless. Make sure to see how the logo concepts look when you recreate them on the computer screen.

- Creating identity system around the logo.

Once you get the right logo, you can start creating identity system around it. It means making tagline, product packaging, uniform design, and other various visual aspects based on the logo. Even with variations, this identity system needs to be consistent with the logo.

- Creating a guideline for logo usage.

A business may need to use the logo in various ways. To keep the message consistent, you need to create a guideline for the logo usage. This guideline includes the fonts, color schemes, layout, and different looks based on logo usage and placement.

- Monitoring and reviewing.

A good business never forgets to review the marketing concept based on the shifts of trends and target markets. It means reviewing the brand concept to keep the product fresh and up-to-date. In this case, a company or organization may need to revamp its brand, including changing the logo and other brand identity aspects.

These steps are necessary for graphic designers interested in working with companies.

Tips to Create Memorable Logo

The logo may be one of the aspects of branding, but it is the most memorable aspect of business, company, or organization. If you are asked to mention the most popular products or companies, you are likely to remember their logos, alongside with their names. Just think of companies like Apple, McDonald's, and Twitter.

How do you create an effective, memorable logo? Here are some tips to consider:

- Know the company better.

As explained in the previous part, you need to understand the mission, goal, and other identity aspects the company has. It is important to create a physical representation of that identity in the form of a logo.

- Look at your first impression.

Once you finish several logo drafts, review them based on your research results. See if each logo creates a certain feeling or impression in you, either positive or negative (you need to trust "gut feeling" in this step). Compare what you feel about the logos with the company's branding purpose.

- See if it is recognizable.

Sometimes, a prospective client or customer only gets a glimpse of the logo, such as when he/she receives a business card. A good logo must create strong impression and recognition during the briefest time. See if the logo is easy to perceive when you quickly cover it.

- Discuss with a panel.

As a designer, you may have a different opinion about a logo from other people. You should show the final drafts of your logo with a panel of people. Take notes of their opinions or perceived feelings about the logo. You can also show the logo to people outside your professional circle, to predict public's reactions to it.

Business, company, or organization depends on good branding for success. Creating a logo and other identity aspects for branding is a demanding task for graphic designers. If you are interested in creating **brand identity design** for business, make sure you understand what makes a brand successful, and apply it to your project.