

Discipline

Brand design

Designs what makes an organization or a product recognizable and memorable: its name, its visual identity, its tone and the experience it offers.

In Spanish

Diseño de marca

Origin

Olins (1989); Keller (1993)



What it deals with

People choose among many similar options, and what they know and feel about each brand influences what they decide and remember.

Principles

Recognizable

Identified at first sight.

Consistent

The same at every touchpoint.

With substance

The brand promises something; the experience has to deliver it.

Applications in design

✓ Use it like this

Define what you want people to associate with the brand before designing the logo.

✗ Avoid

Confusing the brand with the logo.

👁 Don't fall for it

A brand is built through experience: if the service fails, design won't fix it.

Especialidad

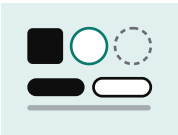


Specialty
Brand identity design
Designs a brand's visual and verbal system: logo, colors, typography, tone and usage rules.

Methods and tools



Method
Mood board
A board of images, colors and textures that sets the tone of a project before designing it.



Artifact
Design system
The set of shared components, rules, and criteria a team uses to build its interfaces.

Connections

Builds on

- Cognitive psychology
- Mere-exposure effect
- Semiotics
- Emotional design

Related to

- Art direction
- Retail design
- Customer experience design
- Fashion design
- Packaging design
- Graphic design
- Typography

Authors and works

1993	Kevin Lane Keller	Explained a brand's value by what people know about it: whether they are aware of it and what associations it evokes.
1989	Wally Olins	Championed identity as the way to make an organization's strategy visible.

Sources

Original sources

- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. [View source \(https://doi.org/10.1177/002224299305700101\)](https://doi.org/10.1177/002224299305700101)
- Olins, W. (1989). *Corporate identity: Making business strategy visible through design*. Thames and Hudson.

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