

Branding Badges



A Branding Badge is a quick way for a company or product to communicate the personality of the products they sell.

A Branding Badge must be kept simple or uncluttered, but carry a lot of information. Some factors that a graphic designer needs to consider when creating a Branding Badge are...

Color	Typeface	Spacing	Alignment
Balance	Readability	Images	Size
Customized Outside Shape			

Branding Badges

Your assignment is to create **TWO** Branding Badges

One Badge per company / product. Select from the list of clients described below.

Political Candidate

Natomas High School

Sandwich shop

1975

Video Game company

Your name

Socks

A sports team

Do not use an existing design!!

Save the whales

Car company

Chocolate

Music artist

Fashion company

Bacon

Kites

Aliens

Backpacking / Hiking

Moustache

Sunglasses for Dogs

Popcorn-on-a-stick

Zombies

Bad Hair Days

Bee Keepers

Worlds Strongest Man

**These are some possibilities if you have your own idea
please feel free to use it.**

Branding Badges

Step 1:

To help you generate some ideas for your fictitious (made-up) company / product you will need to fill out a design brief brainstorming organizer. See the link on the assignment page to download a design brief brainstorming organizer. ***When you are finished filling out the design brief you will turn it into the box on my desk.***

Step 2:

Read the information on the assignment page about Design Principles to help generate and clarify your ideas for your Branding Badge.

Step 3:

Each Badge must have...

Several layered shapes

Use a variety of fill colors

Use a variety of stroke colors and weights

Use an appropriate typeface / font.

Demonstrate an organized use of space

The name of the company or product

Icons that will help your viewer quickly understand the purpose of your badges.

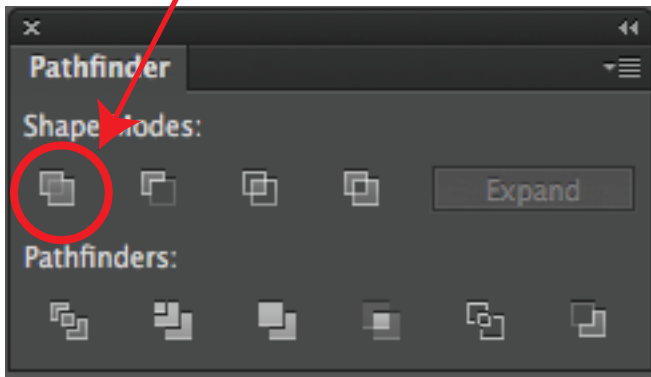
Branding Badges

Layered shapes

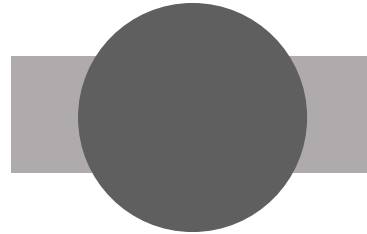
Use the shape tool to layer rectangles and circles.
Select the all the shapes and go to Window > Pathfinder

1. Use the Window > Pathfinder >
Unite menu to create a flattened
complex shape.

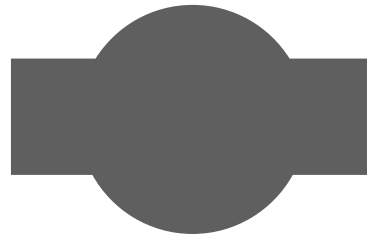
UNITE



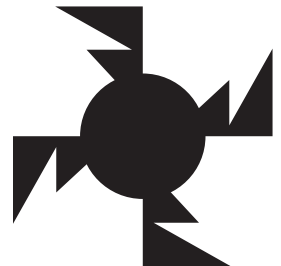
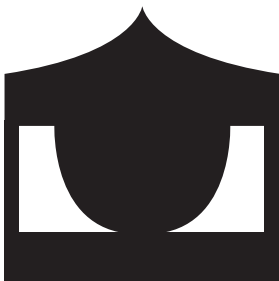
Ununited shapes



United shapes



Balanced - Custom shaped background



See the Building Design Essentials project for a refresher on how to create
flipped designs horizontal and create "Unions"

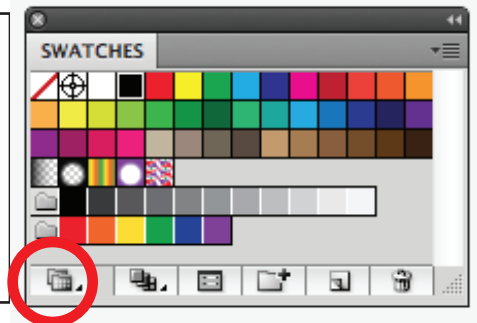
ALWAYS RELATE THE IDEAS FOR THE DESIGN BACK TO THE PRODUCT IT WILL REPRESENT

Branding Badges

Use a variety of fill colors

Use a variety of stroke colors and weights

Swatches - Pick colors. There is a menu in the bottom left corner where you can choose premade collections of color call libraries.



Swatch Libraries

Stay consistent with one library do not jump around.

Good design is consistent.

Good is simple not chaotic.

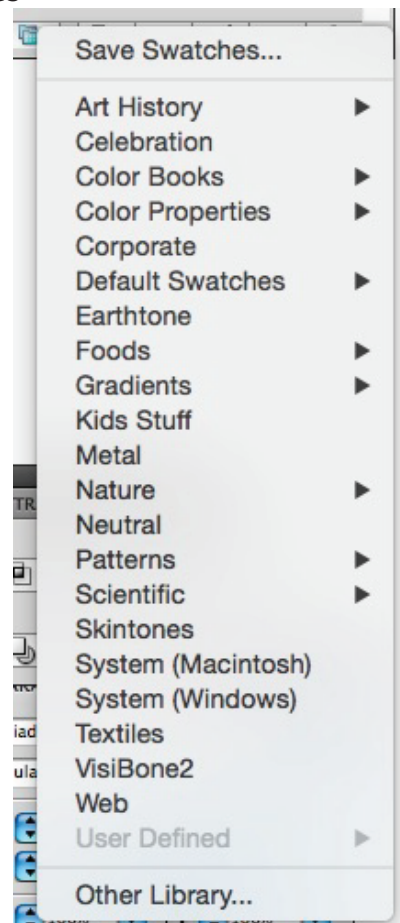
Too many colors that don't work well together will make your design look weak.

Think of the colors that product is. For example if you are making a badge for grape jelly, you probably want to pick purples and blues for your badge.

Color can convey mood.

Warm Colors (Red, Yellow and Orange) are exciting.

Cool Colors (Blue, Green and Purple) are calm.



ALWAYS RELATE THE IDEAS FOR THE DESIGN BACK TO THE PRODUCT IT WILL REPRESENT

Branding Badges

Use an appropriate typeface / font.

The appropriate use of (typefaces / type family / font) should be a major part of what graphic designers studies. For our purposes on this project you can do some research on the web about the usages of the typeface that you have chosen.

Wikipedia is actually OK when it comes to giving some background on the history of typefaces and the usages.

Bold Type = Tough, Longevity, Shouting

This is an example - Arial black bold - 16 pt.

Letters with extreme thick and thin area = Exclusive, Expensive, Rare

This is an example - Didot - 16 pt.

Classic typeface design to create contrast between black and white area = Easy to read, trustworthy, familiar

This is an example - Baskerville - 16 pt.

Ornate Typeface with flowing thick and thin lines = Loving, newlywed.

This is an example - Amaze - 16 pt.

DESIGN INTENT

It's very helpful to consider the design intent of the typeface. Many popular typefaces have detailed write-ups and reviews, so it's really inexcusable to not know at least something about your choice. If a typeface was designed for signage, like Cooper Black, it probably isn't going to work well set as the body copy of a book. That might be an obvious example, but don't miss the subtleties in your own choices. Again, it only takes a few seconds to look something up, or flip open a decent typography book to get some basic facts, and you'll be wiser for it. Smash Magazine

Branding Badges

Use an appropriate typeface / font.

Tips to help you select the typeface that will convey your message.

1. Ask yourself, "What is the message I am trying convey?"
2. Which typefaces make the strongest first impression?
3. Consider the LEGIBILITY of your typeface. Legibility is concerned with the shapes of the letters, the width of the stroke, whether or not the typeface has serifs. This type has serifs / This type does not have serifs. - A serif is the line that ends a stroke of a letter. Compare T and T
4. Consider READABILITY of your typeface. Readability is concerned with how the typeface is set to allow for the easy of reading. Factors that effect the readability of a typeface are type style, weight, size, color, tracking, leading and overall impression.

Style

Style

STYLE

Style

All these typesfaces have different styles.

The weight of your type can effect readability = BOLD

The size of your typeface can effect the readability.

The size of your typeface can effect the readability.

The color of your typeface can effect readability.

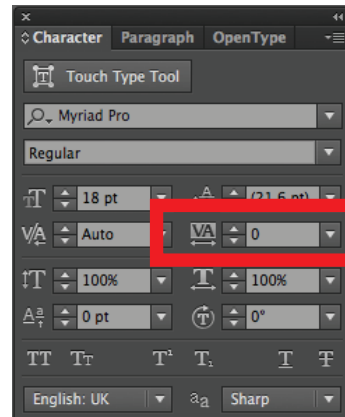
The color of your typeface can effect readability.

Branding Badges

Use an appropriate typeface / font.

Tips to help you select the typeface that will convey your message.

Tracking is the amount of space between letters. You can increase or decrease the space to effect readability. To adjust tracking in Adobe Illustrator - Window > Type > Character



With your type selected adjust the tracking here.

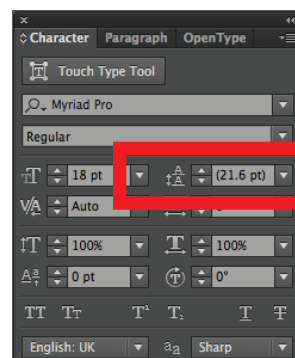
This type is set to -100 in the tracking palette.

This type is set to 75 in the tracking palette.

Leading is the amount of space between lines of type.

Twinkle, Twinkle little star how I wonder what you are
up above the world so high. Like a diamond in the sky
Twinkle, Twinkle little start how I wonder what you are.

Twinkle, Twinkle little star how I wonder what you are
up above the world so high. Like a diamond in the sky
Twinkle, Twinkle little start how I wonder what you are.



With your type selected adjust the leading here.

Branding Badges

Demonstrate an organized use of space

Alignment

Readability

The name of the company or product

Other Branding elements

Icons

Identity Marks

Images

Color Scheme