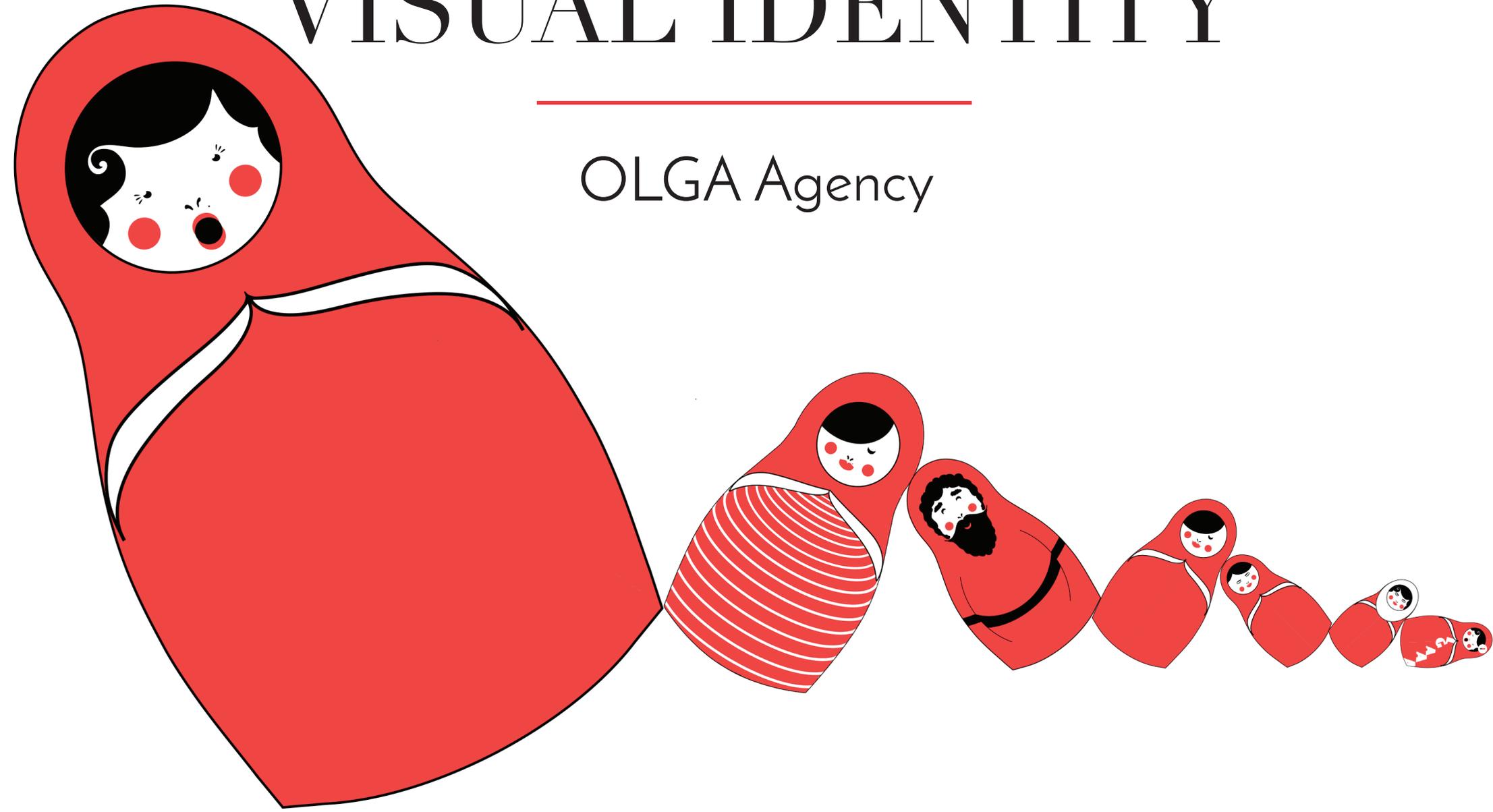


# DEFINING YOUR VISUAL IDENTITY

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OLGA Agency



**It doesn't  
matter  
whether your  
organisation is  
large or tiny,  
you need a  
visual identity.**

We live in a brand-led world, and people trust organisations with a look and feel they can recognise. It's a crucial part of the organisation that both audience and funders buy into. Consistency in your visual language will make you look professional, even if you're running an organisation on a shoestring.

# What do we mean by branding?

## LOGO

A logo is a business' identification in its simplest form via a recognizable mark or symbol.

## BRAND

A brand is holistic. It's what people experience when they interact with your organisation on any level. It's the colours you use, it's what you say and how you say it, the fonts and typefaces, the style of photographs you use, it's also your logo, and so much more.

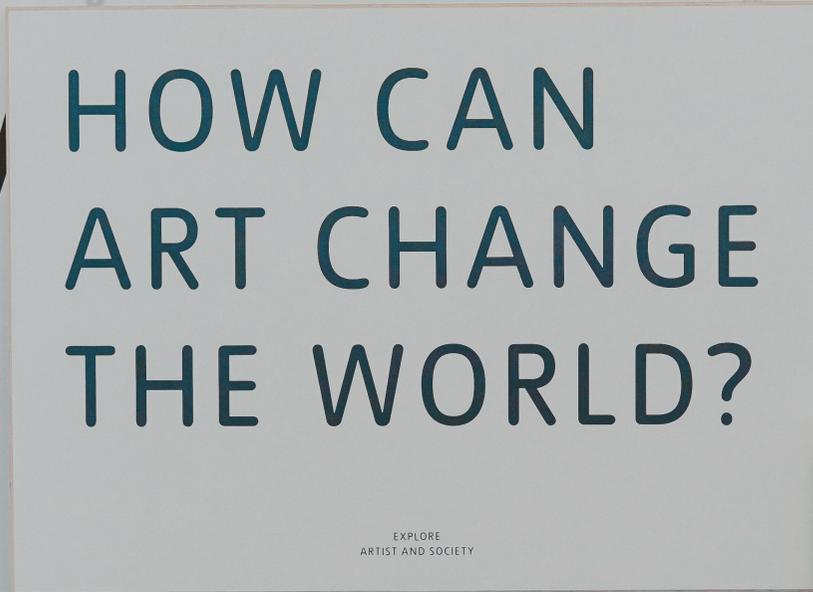
# Quiz: do you recognise these brands?

1



Credit:  
Bogdan Glisik at Unsplash

2



Answers at the end!



KAZIMIR MALEVICH

Art no longer cares to serve the state and religion... and believes that it can exist in and

Credit:  
Toa Heftiba at Unsplash

# What makes a brand?

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## THE IDENTITY OF YOUR ORGANISATION

- The thing you do
- Your ethos
- Your competitors
- Your audience

## YOUR ASSETS

- Tone of Voice
- Colour Palette
- Typefaces
- Photographic style
- Logo
- Mascot



Fun fact!



In Japan, each of the prefectures has its own characterful branding, which permeates every part of the prefecture, right down to drain covers!

# So, what makes *great* branding?



Read on for our top 3 things to consider in your branding, and some examples, including some brands we've been responsible for and some other great brands we wish we had been!

# What makes *great* branding?



## 1 Your Ethos!

By your ethos, we mean what's at the core of your brand? Why does your organisation exist, how did it come to be established and what audience does it serve? What, therefore, does your branding need to reflect?

e.g.

I

In this example, we were employed by a social enterprise that teaches enterprise skills. They wanted to expand commercially by producing high-end luxury products with the individuals they have taught. The founder lived in near a beach called Horsfall. During the concept process, she sent us photos of her walks on the beach. We took inspiration from her shells, and applied a shabby chic worn effect to celebrate the joy of imperfections, part of the brand's ethos.



As you can see it's versatile. The logo can work as a stamp with the wordmark.



It can also be used as a pattern on boxes, tissue gift wrap etc.

e.g. This B2B business development professional was operating in an environment of bland consultants using stock images of corporate cityscapes along with mute colours like grey and navy blue. Our client celebrates his 'marmite' love him or hate him persona, and wanted to show this through his visual identity. He has developed his business into a social brand and publishing enterprise using the identity.



We developed an identity using contrasting colours uncommon in his field and a logo design modelled on a stop sign.

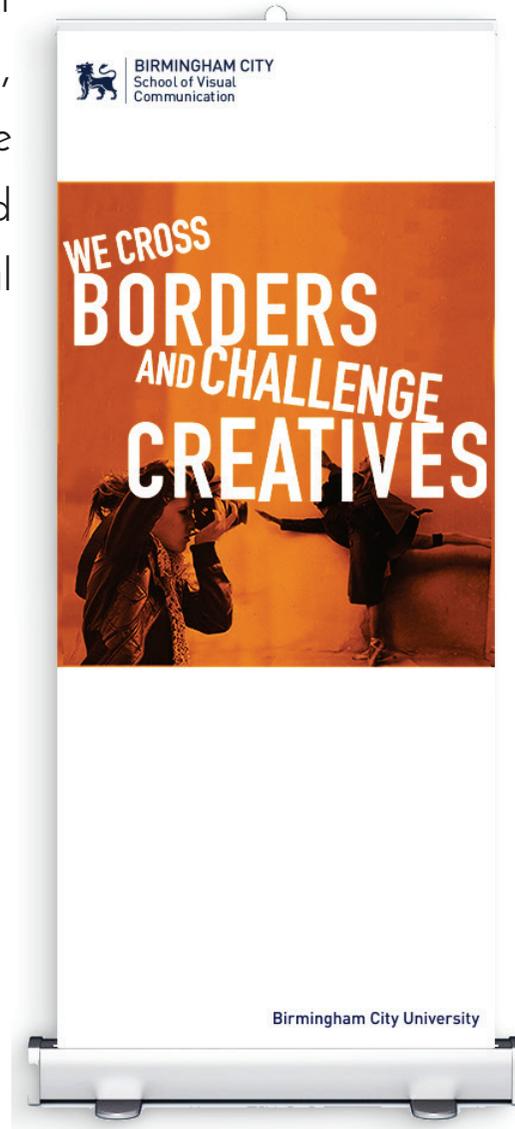


In physical form, he chose wax seals for postal correspondence that would resemble bubblegum.

e.g. Your ethos can come across through something as simple as a typeface.

3

Birmingham City University has been looking to create unique identities for each of its school. For their School of Visual Communication, known for its bold, challenging and unconventional ethos, we proposed using the existing BCU brand typeface, and applied a typographical style that would reflect the school's ethos.



# What makes *great* branding?



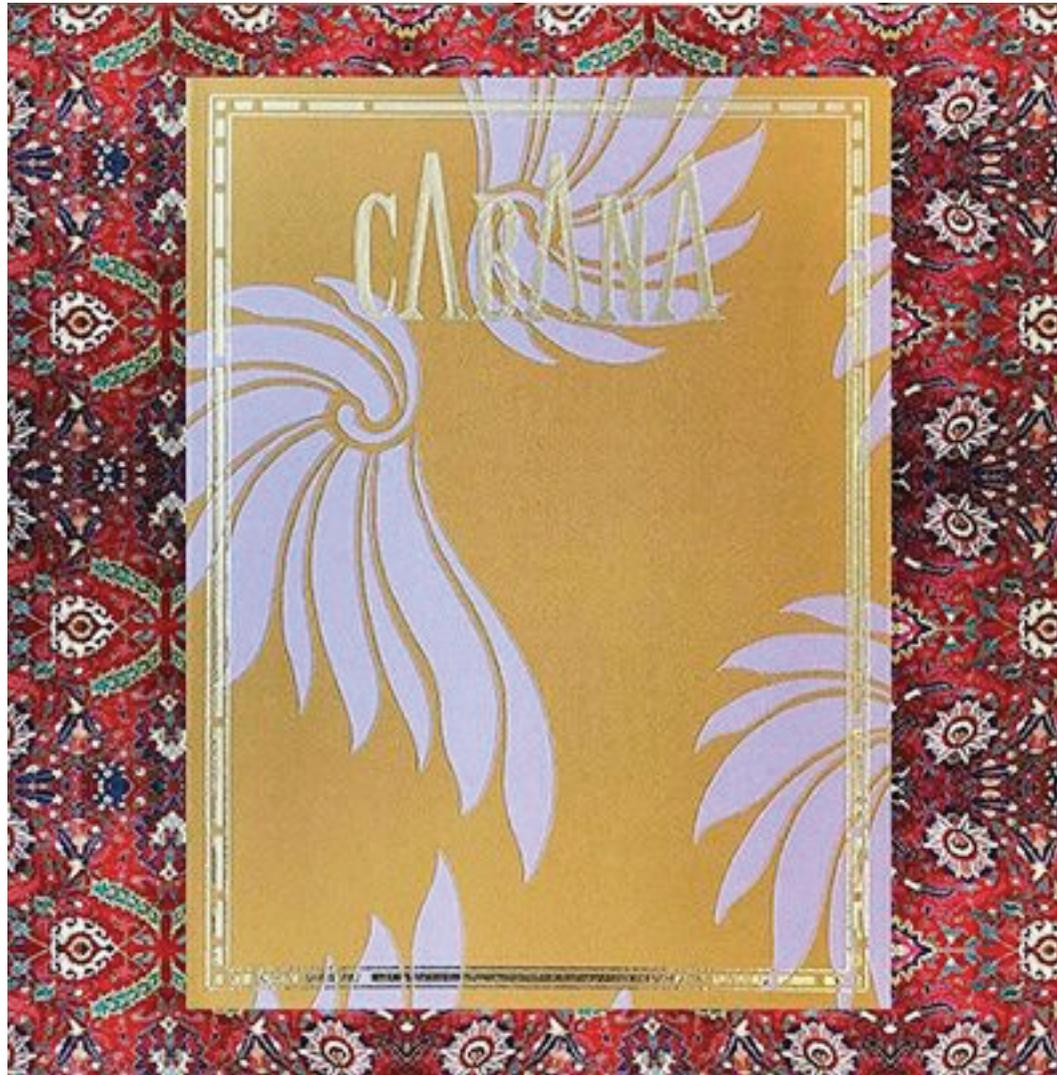
## 2 Audience & Competition

What does the landscape that you're operating in look like? Do you need to have a similar look and feel to your competition to be taken seriously, or stand out by doing something totally different? What will your audience be receptive to?

e.g.

I

Cabana is a high-end interior design magazine. Unlike many competitors in the same area, Cabana takes a maximalist approach. They use the rectangular shapes on the cover to frame the patterns or fabric they often use on the cover, treating it like art.



e.g. 2 A Hackney-based practice providing architectural services and cultural commentary needed a unique identity, that would be simple and yet show influences from a wide range of influences. Unlike many of the clean minimal logos employed by contemporary architects, the textures and patina of buildings and materials was important to them.



# What makes *great* branding?



## 3 Versatility

Your branding needs to have a range of uses & applications. Does it work well on a serious legal letterhead or an invoice just as much as on your social media profiles?

e.g.

I

This strong brand has been re-worked in recent years, but the concept remains the same. Both parts of the logo are recognisable in isolation. But this isn't just a logo relegated to a corner of the magazine cover, the distinctive yellow box permeates the brand as it's used to frame the image on every cover.



**NATIONAL  
GEOGRAPHIC**

e.g.

2

This is our branding, so of course we think it's great. In terms of versatility, we have a serious wordmark that we can use on important documents and a fun distinctive, recognisable mascot who appears on most of our branding. The doll range has expanded to include different dolls for different purposes.



Our doll also takes a physical form. She goes on trips to places of cultural interest with us. We host regular competitions on social media in which you need to guess where is to win a prize. So get following!



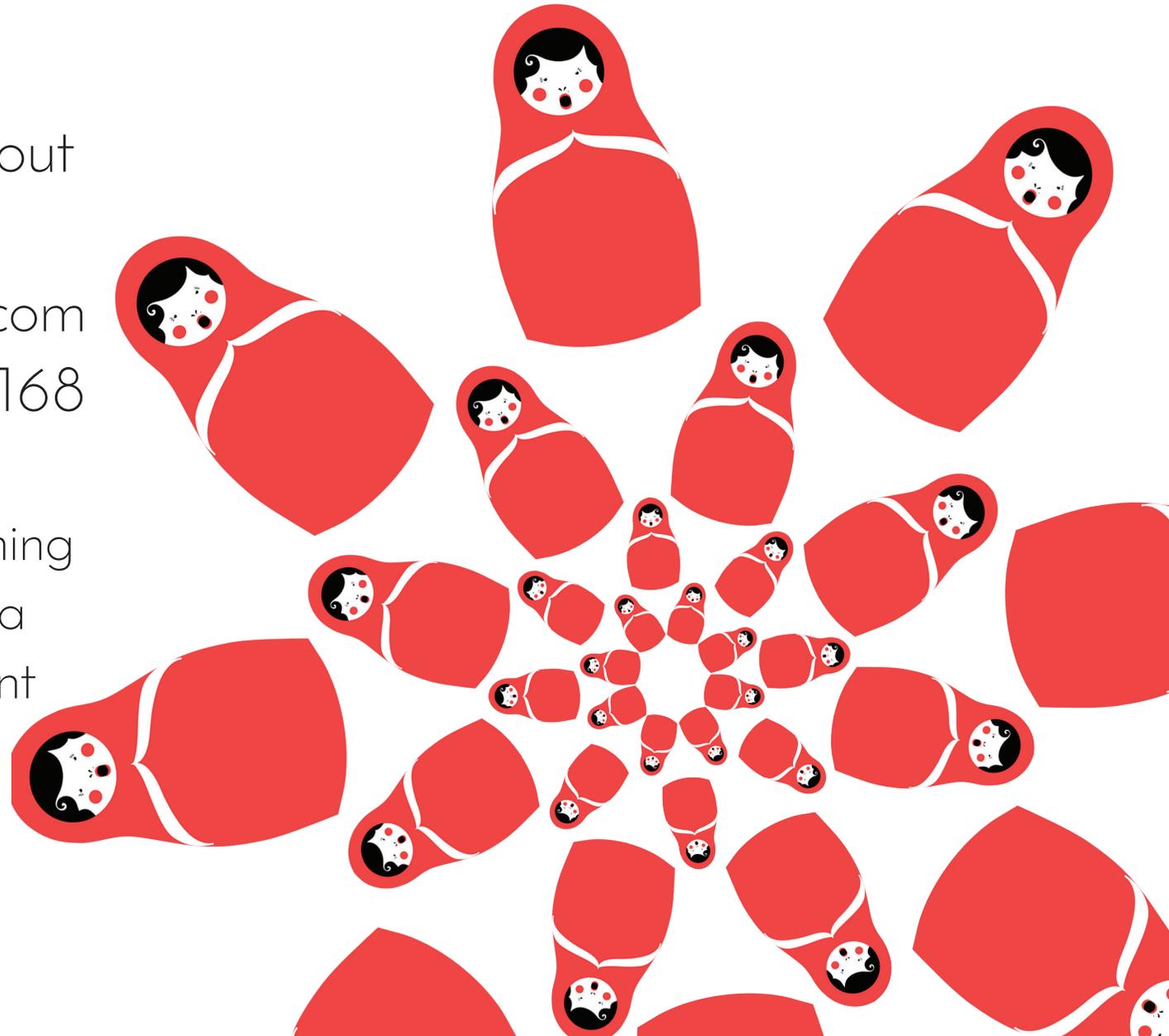
# We hope you found this helpful!

Get in touch for info about working with us.

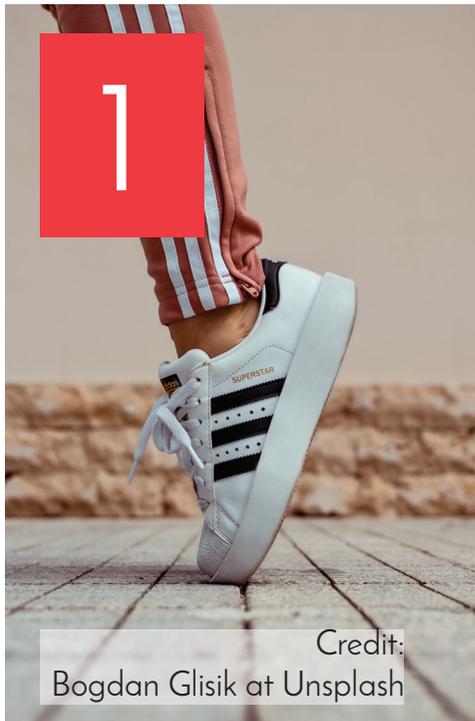
e: [Info@OLGAagency.com](mailto:Info@OLGAagency.com)

tel: +44 (0) 207 249 6168

Keep an eye out for upcoming newsletters, where we'll do a deeper dive into the different elements of the creative marketing puzzle.



# Quiz: do you recognise these brands?



## ADIDAS

Regardless of whether Adidas is able to trade mark their 3 stripe branding in the EU, this marking helps to distinguish them all over the world.



## TATE

Tate Galleries' branding relies largely on simplicity and a strong use of typeface. This can be used in isolation, or more frequently, it's positioned over an artwork to advertise an exhibition or event. This puts the art that the organisation exists to promote front and centre, while they remain recognisably Tate.