Designing Identity • Part 2

What's The Big Idea?

Find the Philosophical Meaning

Look at a **Brand Name** as a Metaphor that describes the Brand's Promise:

(1) Axiom Media Group

(2) Paradigm Concepts

(3) Kaleidoscope Media LLC

(4) Paradigm Wellness Coalition

(5) Kaleidoscope Wellness Coalition

(6) Mindz Eyez Wellness

Key Points to Designing Identity
Color Theory, Typography and Use of Composition

Three major items of consideration are:

(1) A cohesive color scheme that is built on meaning,

(2) Compatible typography that creates the right feeling or mood of the Brand, and

(3) Consistent use of composition to communicate unity through your communications pieces.

All three consideration should be integrated through all media devices to establish a recognizable that is consistent. This integration starts with the Graphic Mark.

Color Theory and Cohesive Color Schemes

Strategic use of color creates dynamic visual impact.

Color is an instant indication of quality and value.

You may wish to explore any of the following color schemes or develop unique combinations…

Color Theory and Cohesive Color Schemes

Typical Color Schemes:

- **Primary:** *Red, Yellow and Blue* are the foundation colors by which all other color are created.

- **Secondary:** *Orange, Purple/Violet and Green* are secondary colors. These colors are created by combining two of the primary colors.

- **Tertiary:** These six colors are made by combining a primary and an adjacent secondary color.

These colors are *Red-Orange, Red-Violet, Yellow-Green, Yellow-Orange, Blue-Green and Blue-Violet.*
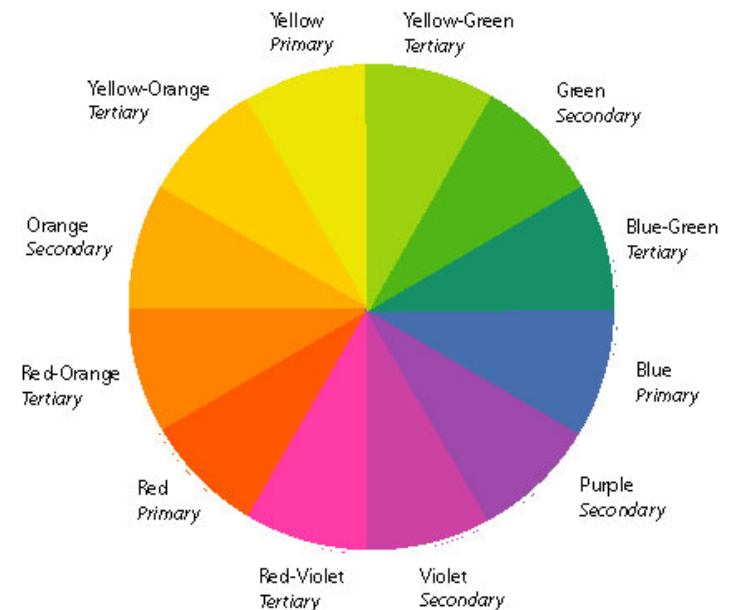
Color Theory and Cohesive Color Schemes
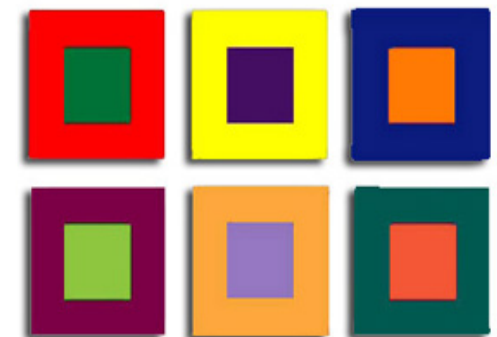
Typical Color Schemes:

- **Monochromatic:** This color scheme is created by using one (mono) color (chrome) value and varying tints and shades.

- **Analogous:** This color scheme is created by using three adjacent colors on the color wheel.

- **Complimentary (Contrast):** This color scheme is created by using two colors that are opposite of each other on the color wheel.
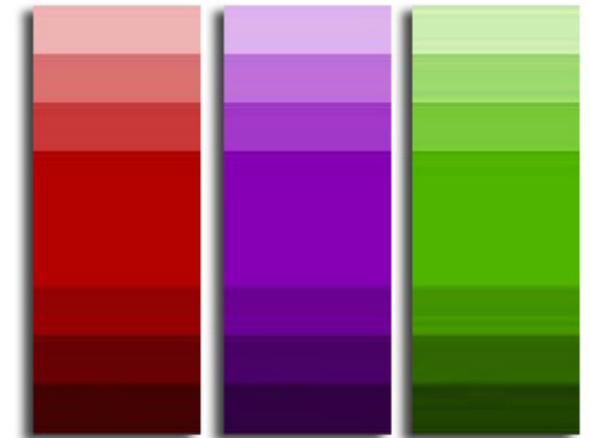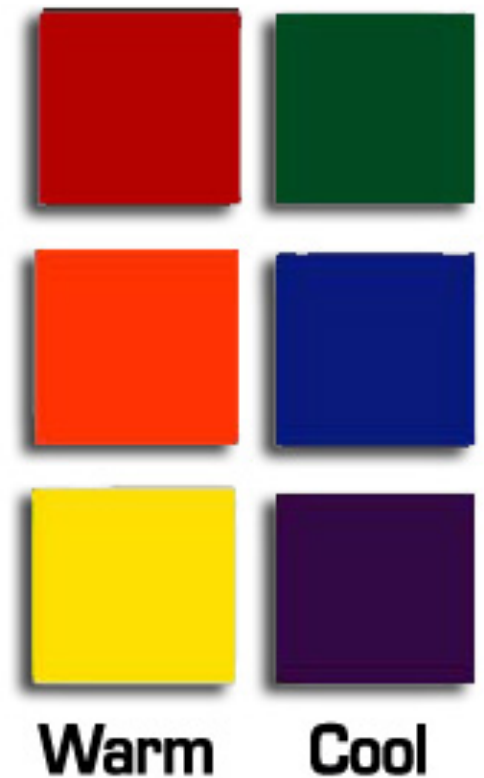
Monochromatic Colors

Analogous Colors

Complimentary Colors

Color Theory and Cohesive Color Schemes

Typical Color Schemes:

- **Warm:** This color scheme is associated with reds, yellows & oranges. Warm colors appear to advance in space.

- **Cool:** This color scheme contains a large amount of blue (blue-biased) and appears to recede or fall back in space.
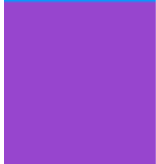
Color Theory and Cohesive Color Schemes

Western Meanings of Color

(red)	Excitement, energy, passion, love, desire, speed, strength, power, heat, aggression, danger, fire, blood, war, violence, all things intense and passionate.
(pink)	Pink symbolizes love, romance, and excitement
(beige)	Beige and ivory symbolize unification. Ivory symbolizes quiet and pleasantness. Beige symbolizes calm and simplicity.
(yellow)	Joy, happiness, betrayal, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, jealousy, covetousness, deceit, illness, hazard.
(blue)	Peace, tranquility, cold, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, technology, depression, appetite suppressant.

Color Theory and Cohesive Color Schemes

Turquoise symbolizes calm. Teal symbolizes sophistication. Aquamarine symbolizes water. Lighter turquoise has a feminine appeal.

Royalty, nobility, spirituality, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, mourning.

Lavender symbolizes femininity, grace and elegance.

Energy, balance, enthusiasm, warmth, vibrant, expansive, flamboyant, demanding of attention.

Nature, environment, healthy, good luck, renewal, youth, spring, generosity, fertility, jealousy, inexperience, envy, misfortune, vigor.

Earth, stability, hearth, home, outdoors, reliability, comfort, endurance, simplicity, and comfort.

Security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring. Silver symbolizes calm.

Compatible Typography

Compatible typography in identity design means the choice of *selected typefaces* communicate the tone and mood of the central promise of the Brand.

Leaders of Identity Design

VIDEO PRESENTATION

Paul Rand

Saul Bass

Roll Clip…