

Hello,
I'm Anna!

Is your brand identity working
for your business?



Agenda

- Who am I?
- 5 Key pointers of a successful brand identity
- How to know when you need a re-brand
- Case study
- Questions



Who am I?

- Graphic Designer with 15 years experience
- Working with high street brands & retailers
- Branding & creative seasonal campaigns
- Company of One - Anna Rigby Design
- Brand specialist - visually bring brands to life
- Start-ups & SME's



FERRERO®



JOHN FRIEDA.
LONDON PARIS NEW YORK

L'ORÉAL
PARIS



What I do

HOME CRAFT INTERIORS

previous logo



original logo



Quality • Personal • Service

“Anna was fantastic...all the concepts she came up with were fantastic and very in time with my business.”



What I do



Different • Honest • Aspirational

“The quality of work I received back during the planning stages all the way to the end result and brand guidelines were so professional and exactly what I needed.”



What is brand identity?

(it's more than just a logo!)

- Colours
- Fonts
- Imagery
- Tone of voice

All work together to communicate your brand offering, and tell a customer if you are a brand they want to engage with, how they distinguish you from other, and ultimately buy from you.



Visual personality

There are 500,000
brands in the world*
Each one is unique.



Think of your brand as a person...

As individual as we are, there is always something that makes your
business unique - we all have a slightly different way of doing things.



*Nielsen Media Research

5 Key pointers

So, how do you know if your visual identity is working hard enough for your business...?



1.

Do you have a clear message?

Does your branding...

- Reflect your WHY?
- Link back to your brand values
- Tell your story / sell your product

Do people often query what you do?



2.

Are your customer touchpoints consistent?

- Website
- Social media
- Packaging & product
- In person / Retail environment

Think of all the interactions your customers have with your brand



3.

Is it fit for purpose?

Does your logo work in all scenarios

- Do you have different versions for different uses
- Is it clear / legible
- Is it ever difficult to use on different backgrounds, or with certain colours



4.

Does it stand out against your competitors?

(In a good way?!)

- Does it fit (too much) with industry norms
- Does it differentiate
- Reflect your USP
- Have new businesses used similar branding



5.

Does it have longevity?

- Does it reflect your current offering
- Does it look out-dated?
- Trends come & go...

Will it grow with
your business




When is it time for a re-brand?

- Do you LOVE it?
- Has your offering changed?
or the way you run your business
- Has the world changed...YES!
- Have your customers changed?



How to approach a re-brand...



Evolution
versus
Revolution?

- Identify what is working, and what is not
- How often should you re-brand?
- How do you avoid confusing or losing current customers



How to approach a re-brand...

5 year strategy



2006



2016
(new name)



2018
(redesigned to look like original)



2021
(departs unified look)



Case study

The previous logo for Get to the Front.com is displayed on a black arrow-shaped background pointing to the right. The text "Get to the front.com" is written in white, with "front" in a larger font. A yellow graphic element, consisting of a horizontal line that turns 90 degrees upwards and then 90 degrees to the right, is positioned behind the word "front".

Get to the front.com

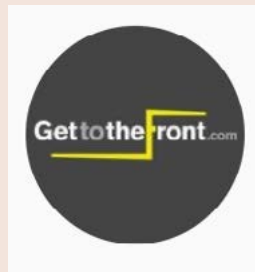
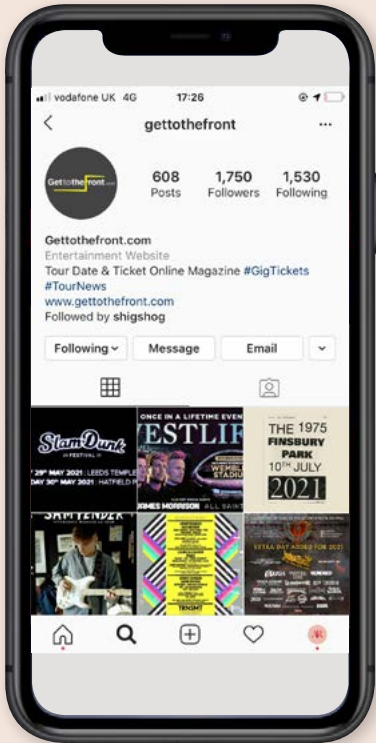
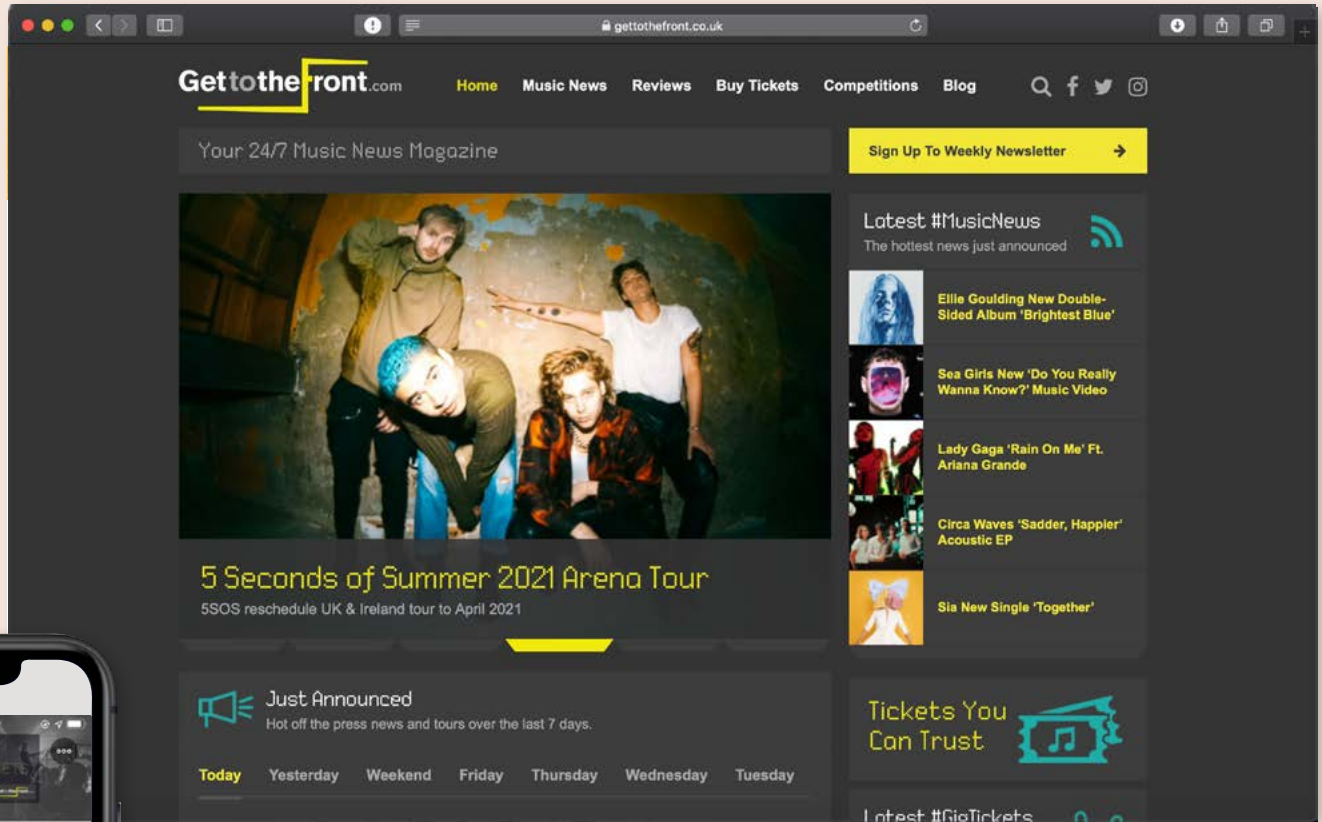
previous logo

The new logo for Get to the Front features the text "GET TO THE FRONT" in a bold, teal, distressed font. The word "FRONT" is significantly larger and more prominent than "GET TO THE". The text is set against a dark teal arrow-shaped background pointing to the right, which has a textured, weathered appearance.

- online music magazine
- re-brand - evolution
- bold & fresh new look
- longevity
- young & vibrant customer base
- 20 year history
- changing market - Covid effect on live music scene



Case study



Difficult format for social media



Legibility of font over image



Brandmarks



primary brandmark

Versatility,
with
consistency



secondary brandmark



alternative brandmark

Brand guidelines



the yellow background.

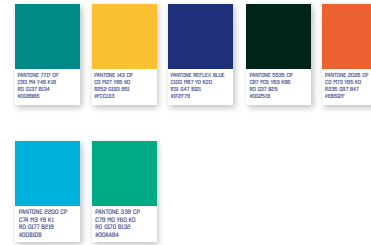


ONE-COLOUR SECONDARY LOGO

To be used where print process only allows one colour.



COLOURS



FONTS

OCTIN COLLEGE HEAVY
USE FOR HEADLINES & BRANDMARK (AVAILABLE FROM MYFONTS.COM)

OCTIN COLLEGE REGULAR
USE FOR COPY HEADLINES (AVAILABLE FROM MYFONTS.COM)

Avenir Condensed regular
use for body copy (available from myfonts.com)

SUPPLEMENTARY FONTS FOR CANVA

TOMORROW
USE FOR HEADLINES (GOOGLE FONT)

TOMORROW THIN
USE FOR HEADLINES

Open sans condensed
use for body copy (google font)

Guidance for use,
to ensure consistent
brand message

TYPE EFFECTS

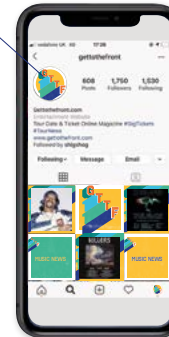
A number of type effects have been applied to help build an ownable identity. These should be replicated wherever possible.



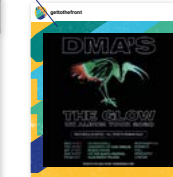
SOCIAL MEDIA | INSTAGRAM

Templates have been set up for use on social media platforms, which include brand colour backgrounds, fonts and design assets, to help bring the brand to life online.

Secondary logo applied to utilise the shape given for profile image



Extended drop shadow utilised in background



Secondary logo comes in from the left hand side

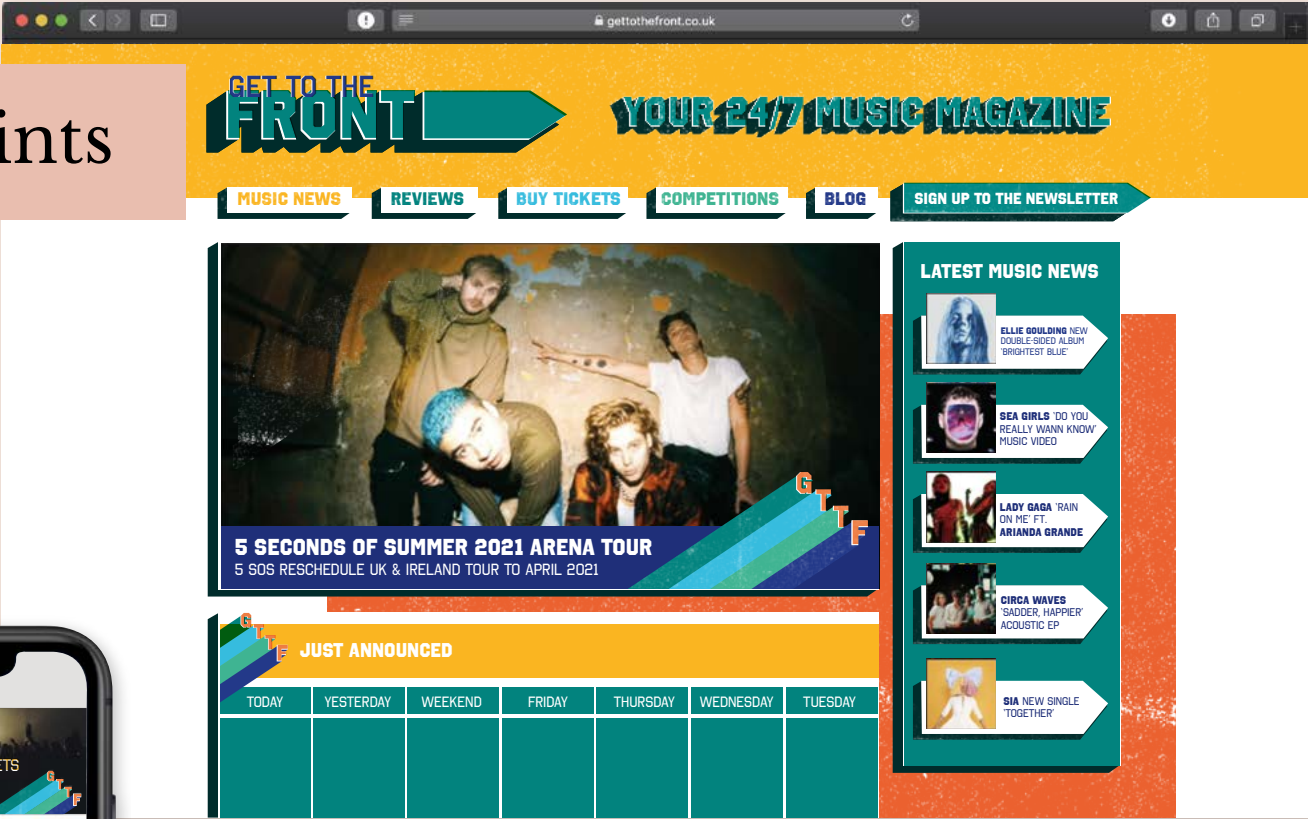
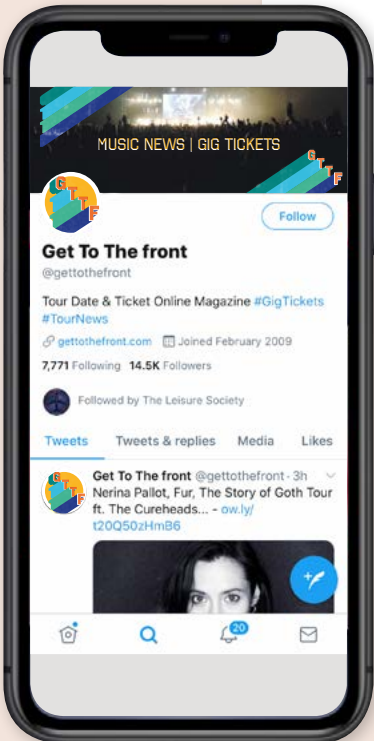
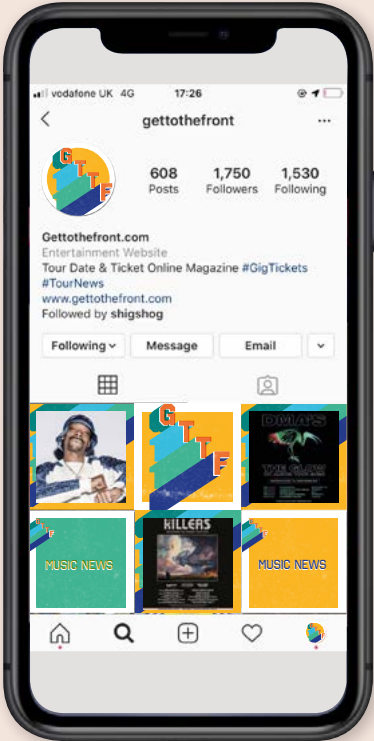


Text effect applied to header



Customer touchpoints

Social Media



Website



Icons



Secondary logo





Ask Away?!



Thank you!

Let's keep in touch

hello@annarigbydesign.co.uk questions

annarigbydesign.co.uk more about me

[@anna_the_designer](https://www.instagram.com/anna_the_designer) latest projects

