

Key Words

Visual Identity
Brand
Loyalty
Consumer
Recognition
Logo
Slogan
Strapline
Graphics
Typography
Colour Palette
Layout
Complexity
Design style
Business
Economy
Mid range
High end
Values
Target Market

[Word Search click here](#)



Creative iMedia

R094:Topic 1

Knowledge Organiser

Develop Visual Identity

CREATIVE
iMEDIA



Component Features of a visual identity

- Name
- Logo
- Slogan or Strap line



Purpose of visual identity

When a brand has a successful visual identity and this is established.

They are able to:

- Become familiar and recognised by their target audience.
- Become established in their consistency of brand values, styles and colour.
- Have loyal customers who want to be associated with the brand.
- Communicate effectively with their consumers reaching target markets.

Recognition: Establish a brand: Develop Loyalty: Visual Communication

Visual Identity design style:

This will be decided by different factors such as:

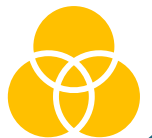
- Business Type.
- Brand Values
- Brand positioning

ASDA



Elements of Visual identity

- Graphics
- Typography
- **Colour Palette**
- Layout



[Starbucks Values click here](#)

Brand positioning

- Economy
- Mid-range
- High End