

linking up the **creative**
process and other
stakeholders'
needs

success
stories in
graphic design

what is
graphic design?

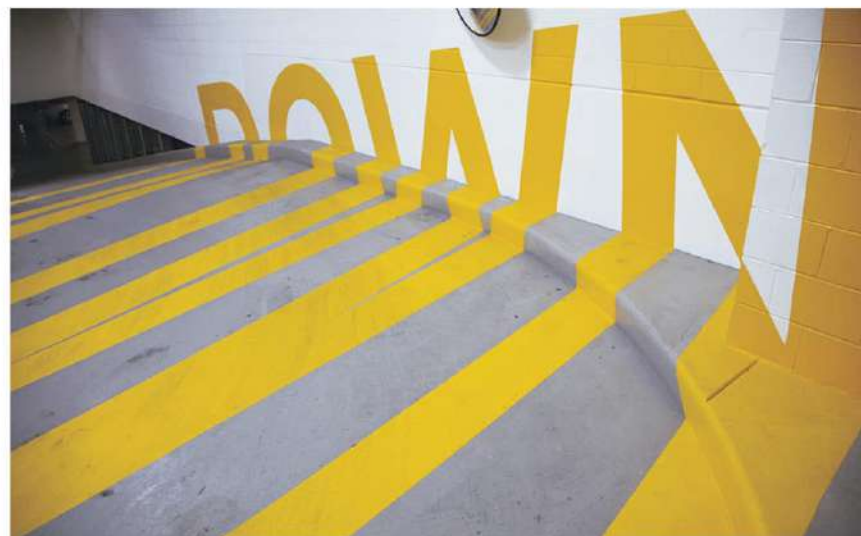
*"it isn't what
you see, it is what
you can make
others see"*

Edward Degas

$$2 + 2 = 4$$

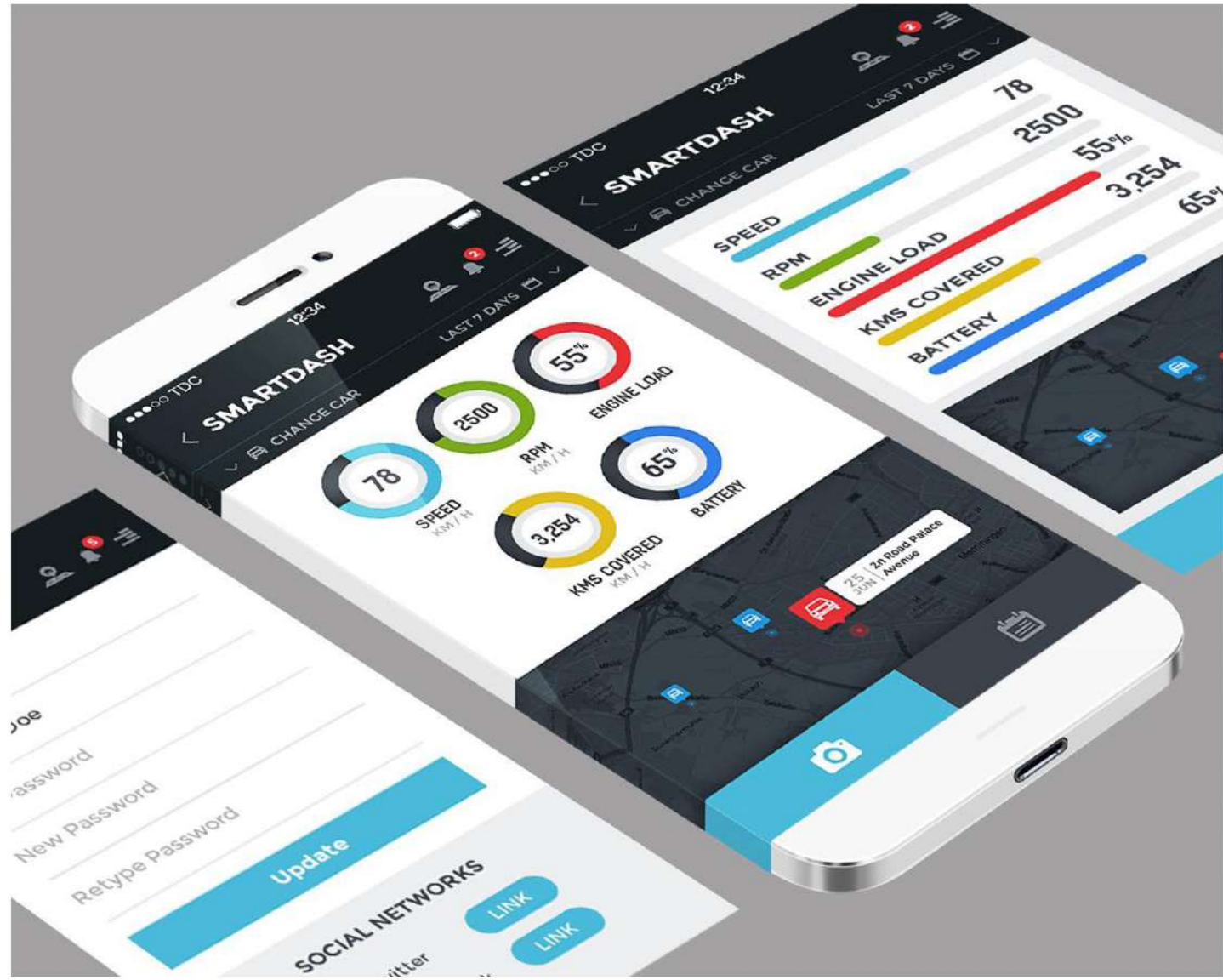
22





<https://fabrikbrands.com/the-wonders-of-wayfinding-design/>





<https://medium.com/nyc-design/importance-of-app-design-for-mobile-developers-and-design-trends-e8a982469f1>

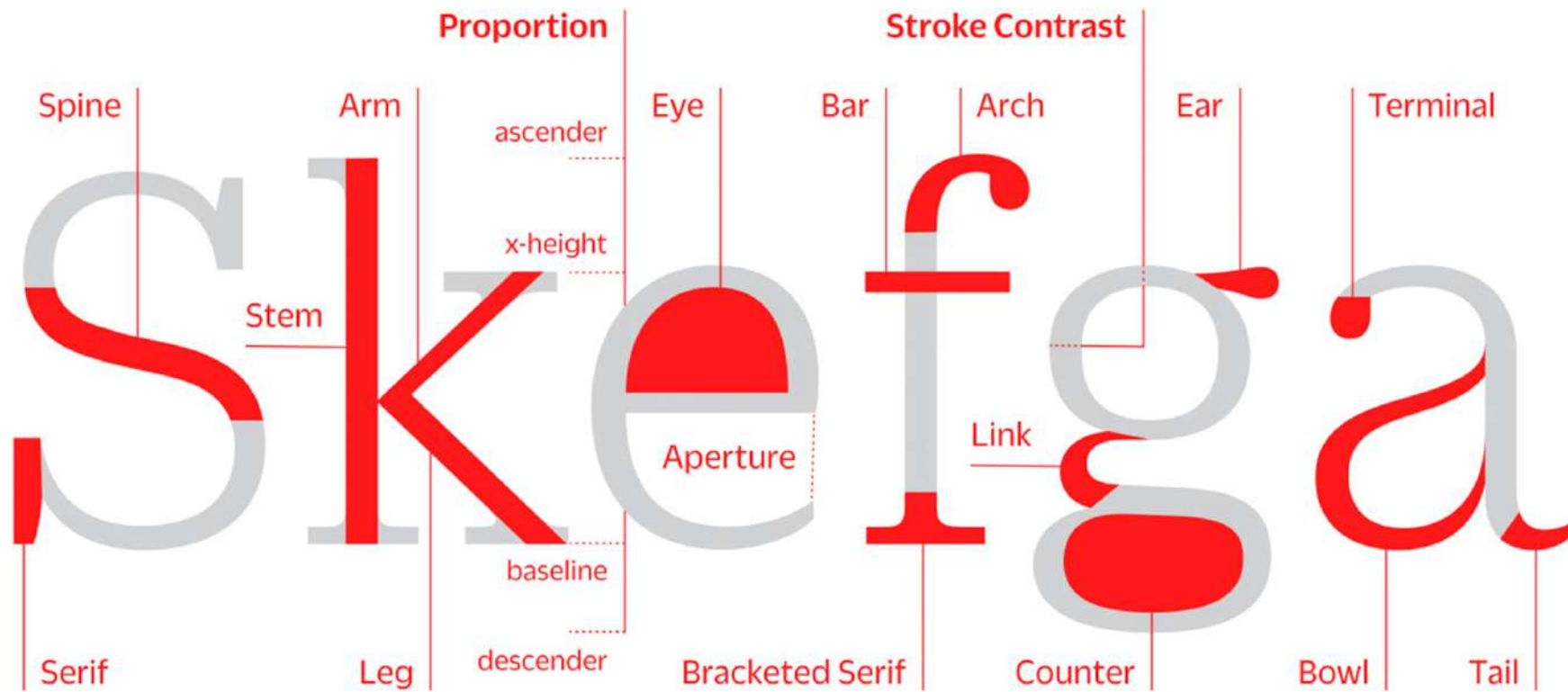
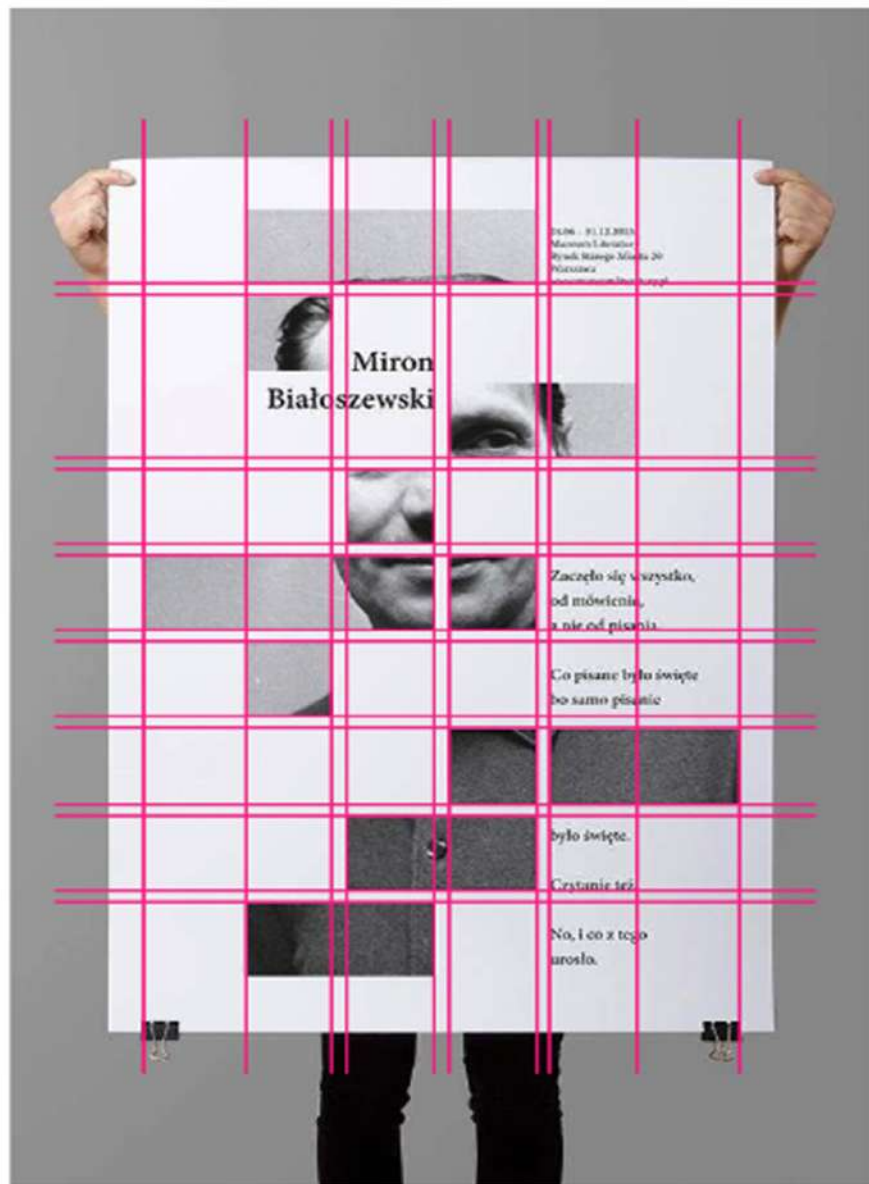


Diagram: Stephen Coles, typeanatomy.com Type: Duplicate, commercialtype.com





BBC

DRACULA

FROM THE CREATORS OF SHERLOCK

Starts New Year's Day

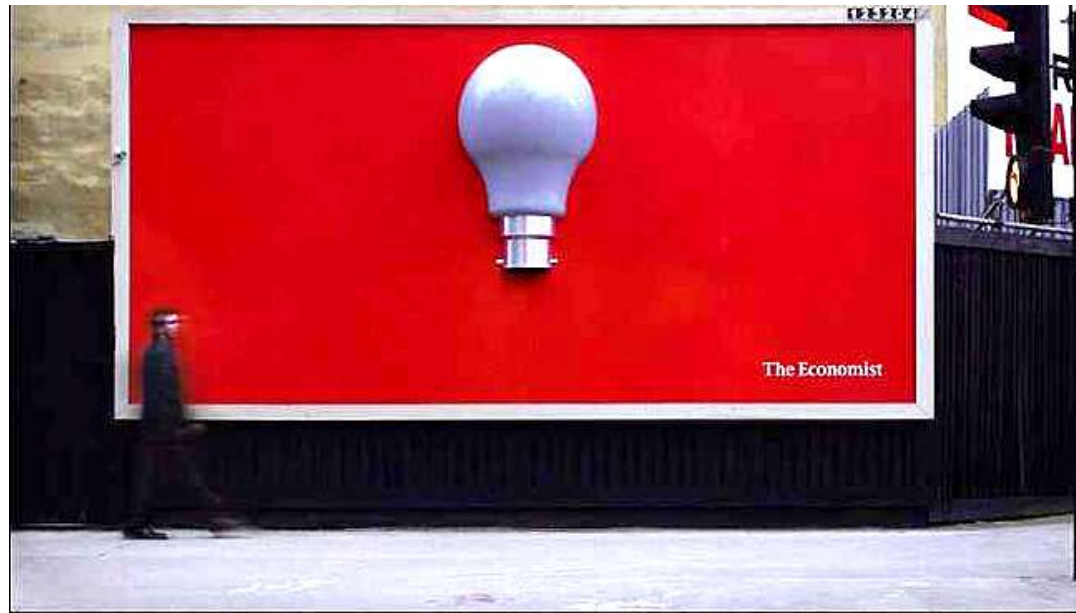
one | iPlayer

IN CASE
OF VAMPIRES

BREAK GLASS

HURTON ROAD







THE CREAM OF MANCHESTER.

Beddington's Draught Bitter. Brewed at the Strongmeads Brewery since 1778.

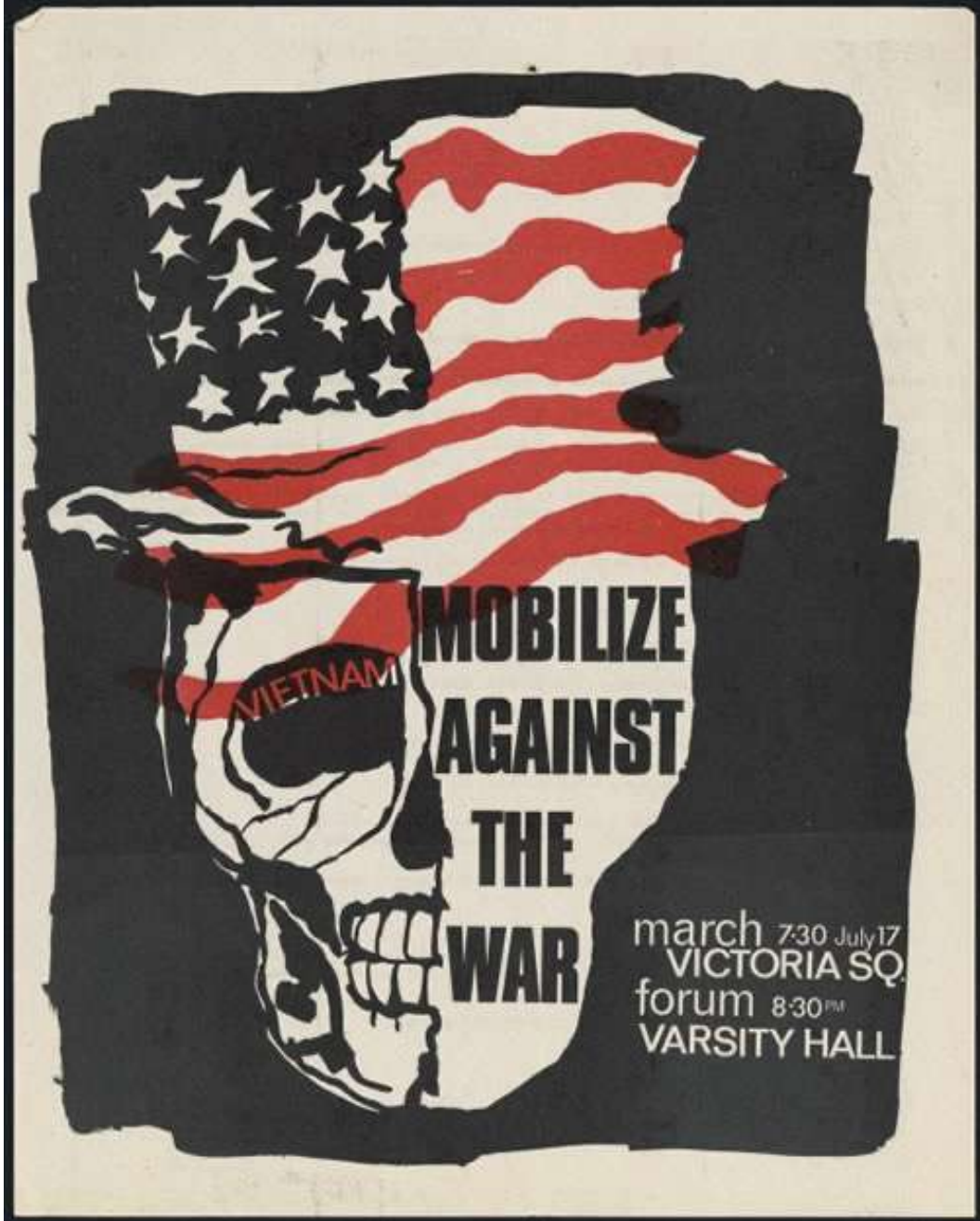


advertise **change**

LA BEAUTÉ



EST DANS LA RUE



**MOBILIZE
AGAINST
THE
WAR**

march 7:30 July 17
VICTORIA SQ.
forum 8:30 PM
VARSITY HALL



We Can Do It!



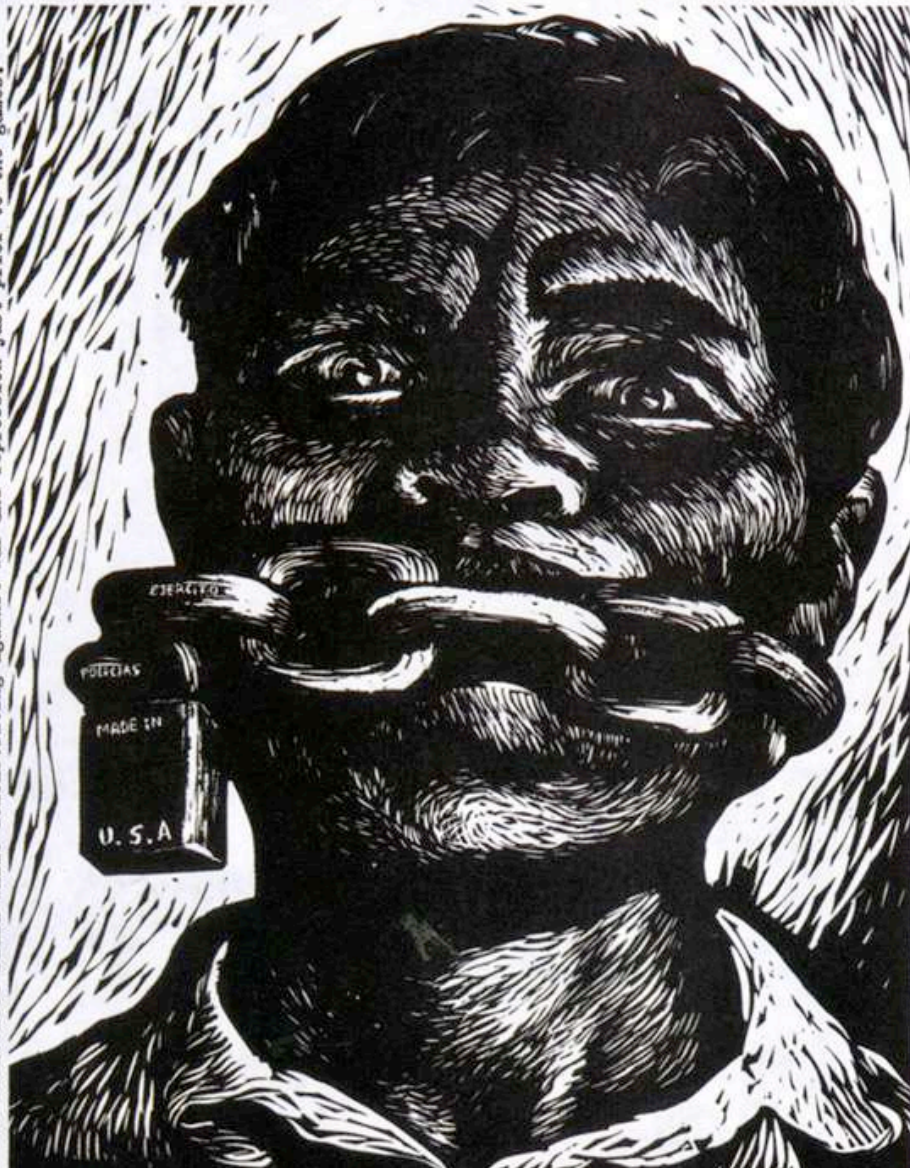


**THE THIRD WORLD ISN'T STRONG
ENOUGH TO SUPPORT THE BANKS.**



BURY THE DEBT. NOT THE DEAD. Christian Aid 

Anonymous student poster from the 68 Mexican Olypiad. Over 400 were machine-gunned to death and 1200 wounded by federal troops in the Tlateloco Plaza while demonstrating against war and repression just prior to the games.



ANTI-WAR ART EXHIBITION

NOON to 10 pm JULY 27- AUG 13 • CORDELL HALL, 1020 VICTORIA AVE.

Corner of Lincoln Blvd & Victoria Ave. in Venice.

A collection of art from around the world against War & Militarism. Drawings by Salvadoran Refugees • Posters from, and in solidarity with, the People of Central America • Drawings by Atom-Bomb survivors of Japan • Anti-Cruise Missile Posters from Europe and much more, including music and films.



Photo David Bailey

It takes up to 40 dumb animals to make a fur coat.



But only one to wear it.

If you don't want millions of animals tortured and killed in leg-hold traps, don't buy a fur coat.

LYNX

Fighting the fur trade
Visit the Lynx Shop at 79 Long Acre, London WC2
PO Box 509, Dunmow, Essex. Tel: 0171 2016.

“She’s Not My Kind Of Person.”

~~race~~
color

THERE’S NO EXCUSE FOR PREJUDICE.

WUSA 9

A WORLD OF DIFFERENCE

ADL

“I’m Sorry, You’re Not Qualified.”

~~race~~
white

THERE’S NO EXCUSE FOR PREJUDICE.

WUSA 9

A WORLD OF DIFFERENCE

ADL

“I’m Not Prejudiced. I Just Don’t Like Him.”

~~me~~
Jews

THERE’S NO EXCUSE FOR PREJUDICE.

WUSA 9

...and the Lillian Stempel Foundation ... the Milton Family Foundation ...

A WORLD OF DIFFERENCE

...and the Jewish Heritage Foundation ... supported ... sponsored by ADL

ADL

LABOUR ISN'T WORKING.

UNEMPLOYMENT
OFFICE



BRITAIN'S BETTER OFF WITH THE CONSERVATIVES.



We send the EU **£350 million** a week

let's fund our **NHS** instead  Vote Leave

Let's take back control

#TakeControl

what is
branding

what is
branding

...why it's important

what is
branding

...why it's important
and why it should
matter to you



<https://blueskygraphics.co.uk/how-to-design-a-good-logo/>

*"Your brand is
what other people
say about you
when you're not
in the room."*

Jeff Bezos - founder of Amazon

what is **branding**

a **brand** is a personality
that identifies a product, service
or even a person

what is
branding

and we say a **brand** has **value**,
but what is this?





ROLEX



sorry it's **pepsi**
is that ok?

what is **branding**

brand value is a set of guiding principles that dictate the brand

what is **branding**

brand value is a set of guiding principles that dictate the brand, the
message

what is **branding**

brand value is a set of guiding principles that dictate the brand, the **message, look**

what is **branding**

brand value is a set of guiding principles that dictate the brand, the **message, look** and **personality**

what is
branding

...why it's important







1976
By Ron Wayne



1977 - 1998
By Rob Janoff



1998
Translucent Version



1998 - 2000
Monochrome Version



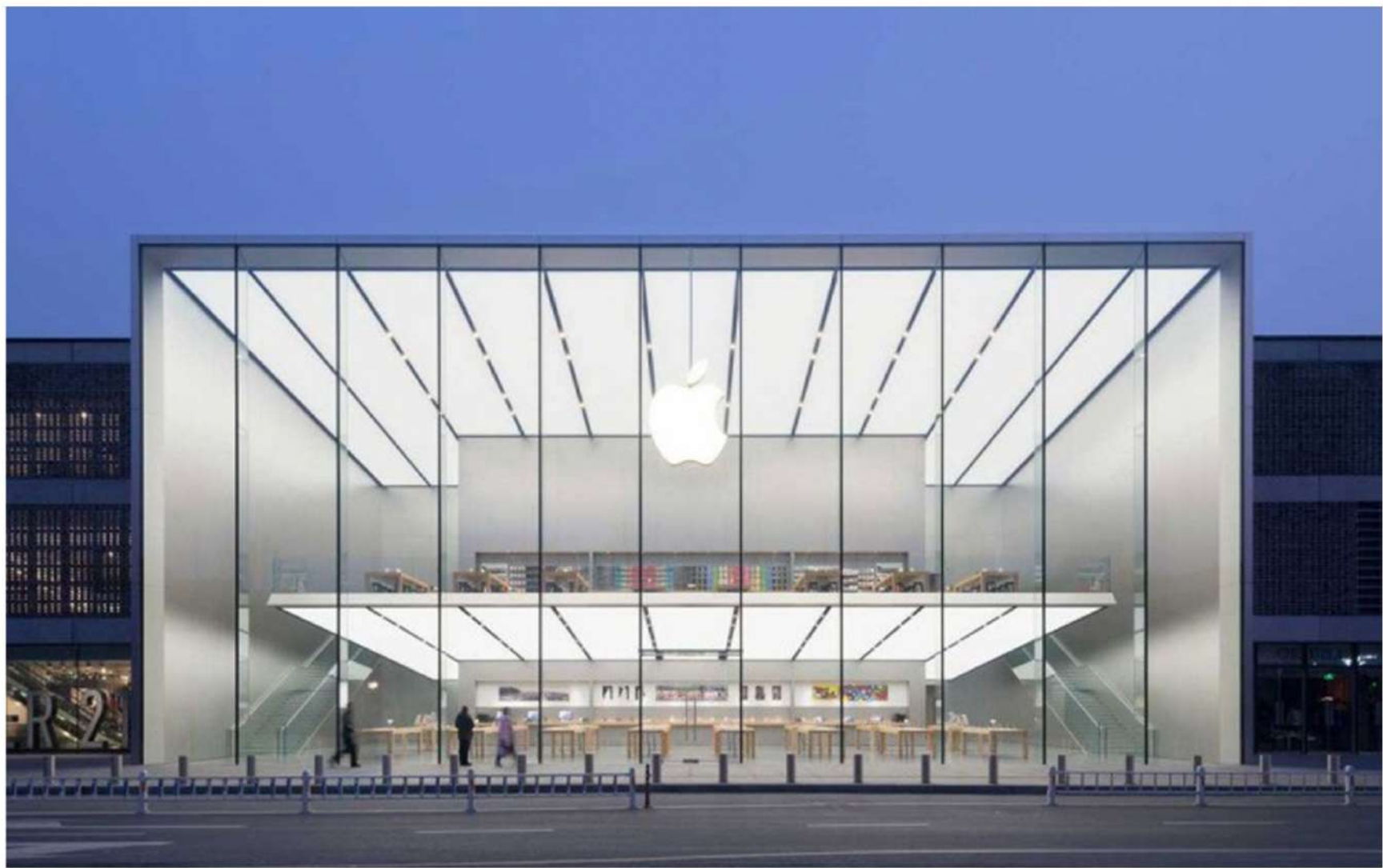
2001 - 2007
Aqua Version



Current
Chrome Version









0:00 / 2:55



the unspoken
masters of
branding













a single person
can affect the
brand

Virgin

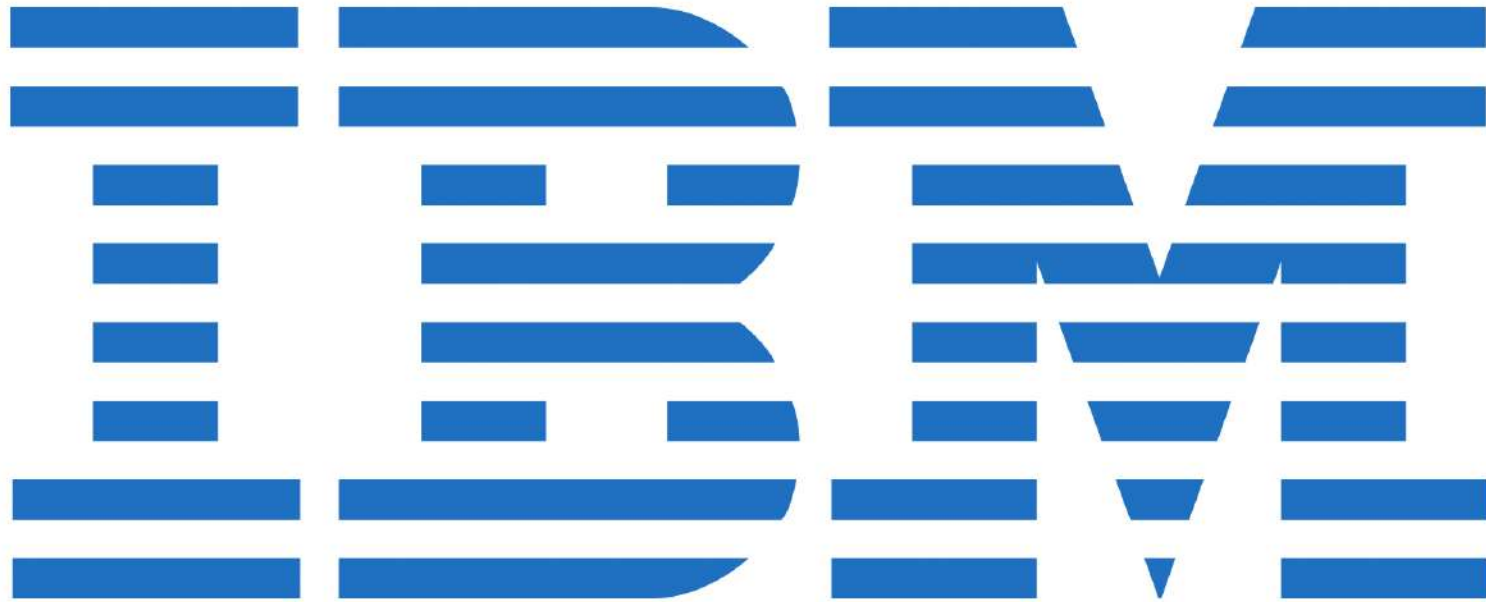




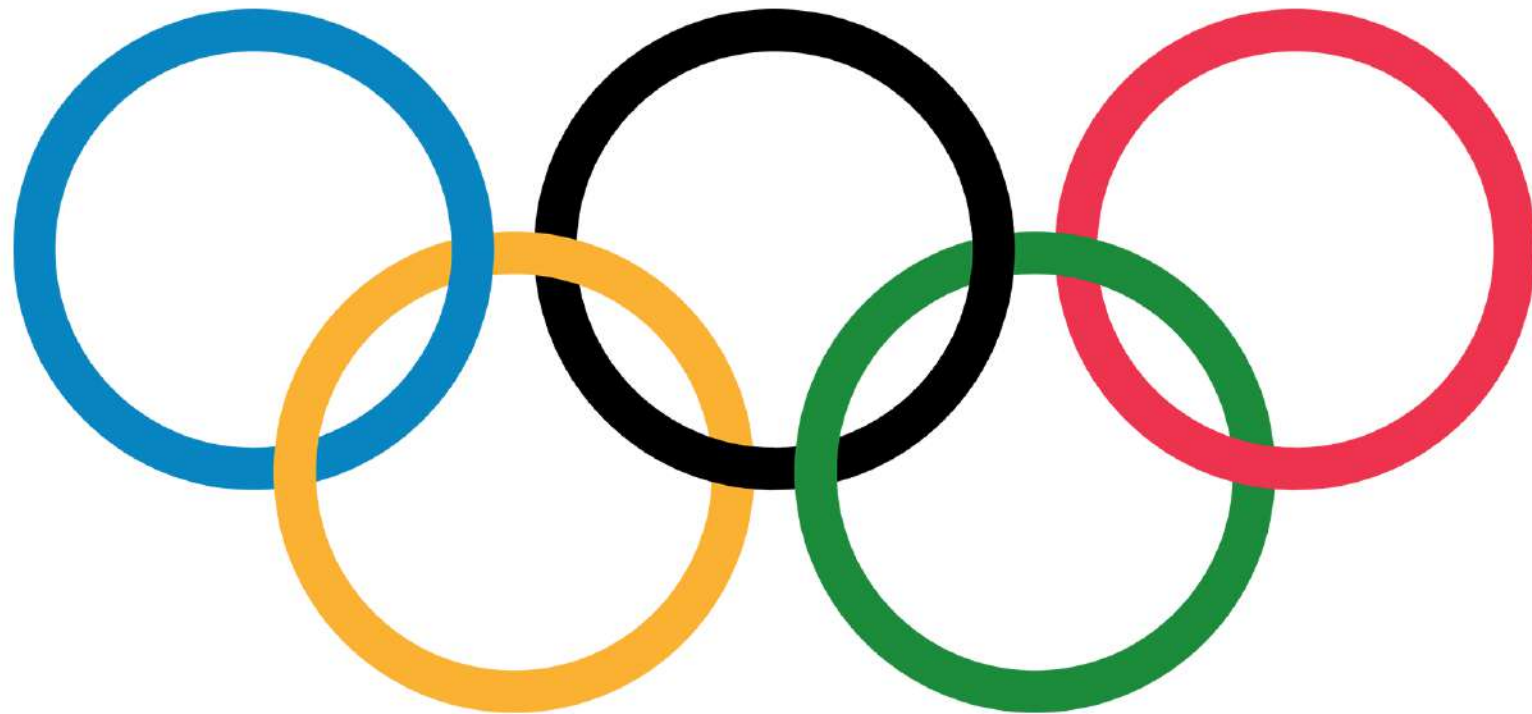




what is
branding
branding 'idents'



logotype



symbol

JUST DO IT.

tagline

ident
tips

where do you **start**

keep it **simple**



1900



1904



1909



1930



1948



1955



1961



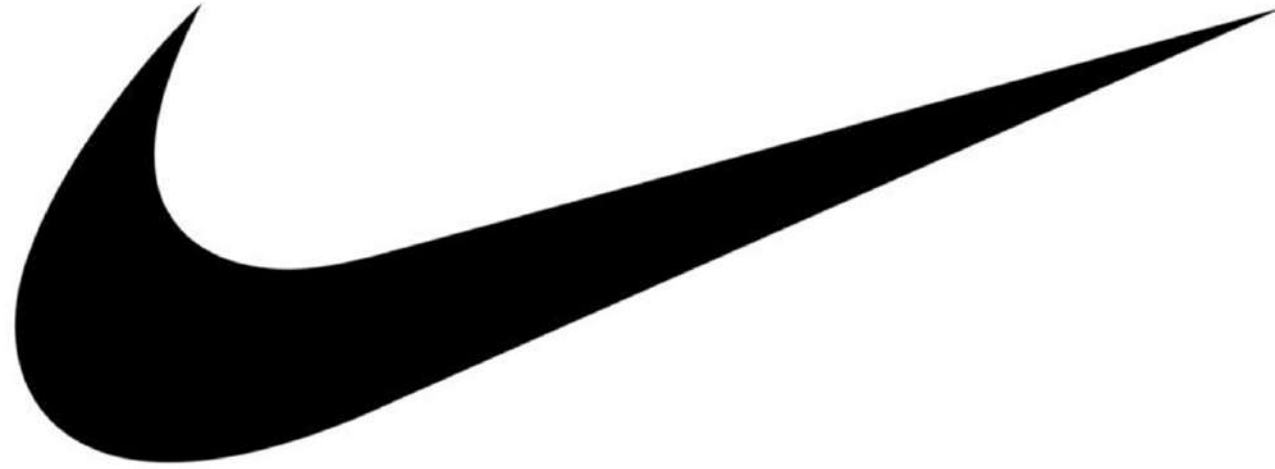
1971



1995



1999



what
colour?

PANTONE

colour of the year

Welcome to
the Magentaverse

Color of
the Year
2023

PANTONE®

Viva Magenta
18-1750

PANTONE®

Viva Magenta
18-1750

strapline
(tagline)

**JUST GET OUT IN THE
RAIN AND SNOW AND
RUN, DO IT LIKE YOUR
LIFE DEPENDED ON IT.**

**JUST GET OUT IN THE
RAIN AND SNOW AND
RUN, DO IT LIKE YOUR
LIFE DEPENDED ON IT.**

JUST DO IT.

what is
branding

...why it's important
and **why it should
matter to you**

being the best at
what you do is never
enough to
ensure **SUCCESS**

personal branding
is a **performance**

aristotle onassis



victoria beckham







United Kingdom

VICTORIA BECKHAM

Search    0

NEW ARRIVALS

VB

VVB

BAGS

SHOES

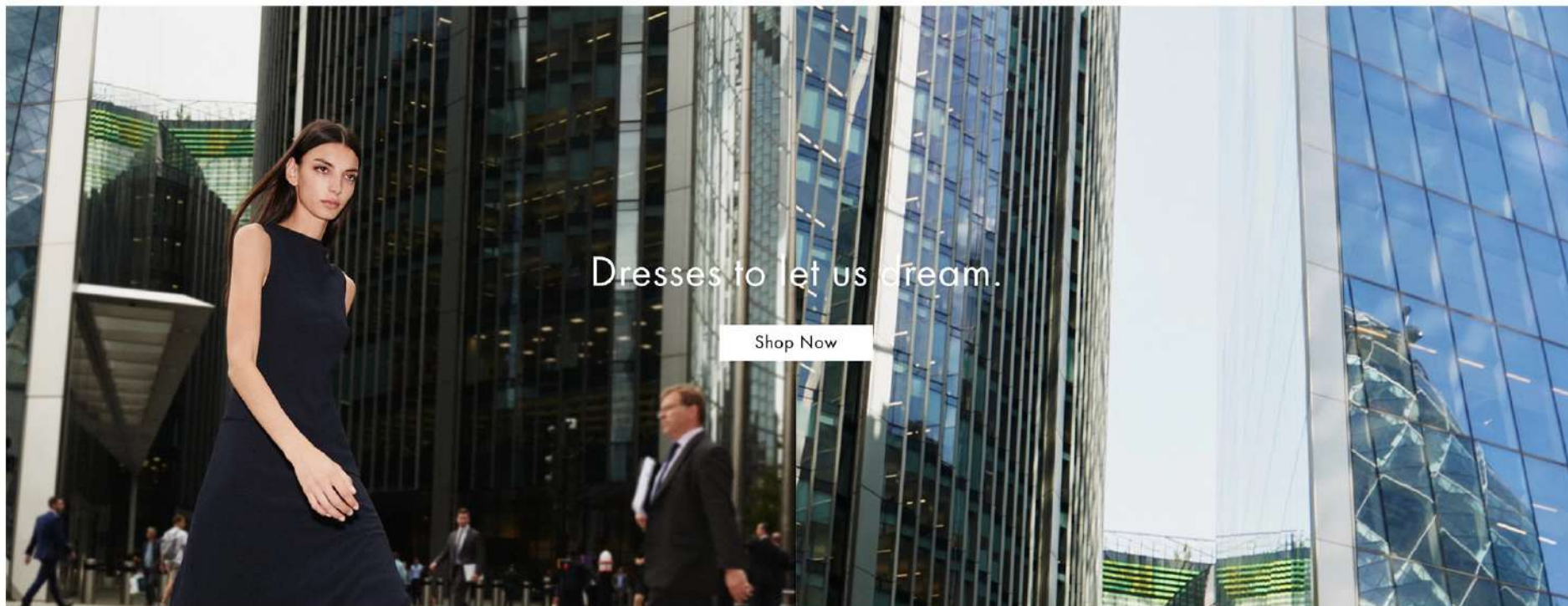
ACCESSORIES

EYEWEAR

GIFTS

WORLD OF VB

BEAUTY



Dresses to let us dream.

Shop Now



victoriabeckham

Follow

3,174 posts 26.9m followers 268 following

Victoria Beckham
@victoriabeckhambeauty
bit.ly/World-Of-VB



VB Beauty



VB x Reebok



Seen in VB



VB AW19



VB Since 08



Shaq Attack



Sport Relief

POSTS

IGTV

TAGGED



V I C T O R I A B E C K H A M

control the **brand**,
don't let it **control** you





THE
BEATLES













so you need a
big budget and an
even **bigger team**

nick wooster,
a one man brand

The New York Times





nickwooster

Follow

1,758 posts

777k followers

6,152 following

Nickelson Wooster

Free Agent.



FPM



SS 2020



SS2019



Paul&Shark



Fall 2019 ...



Top Nine

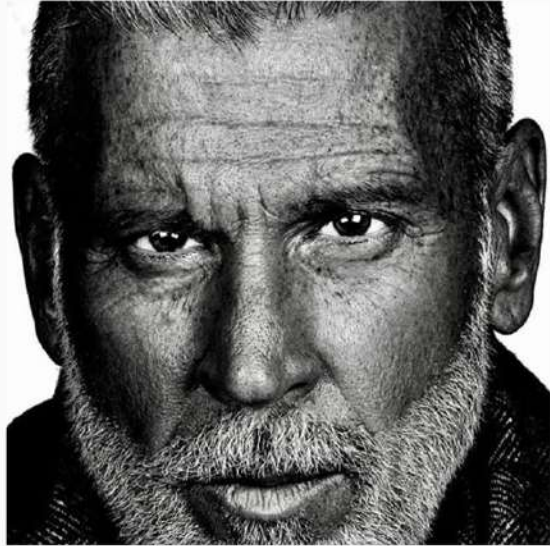


Hamilton I...

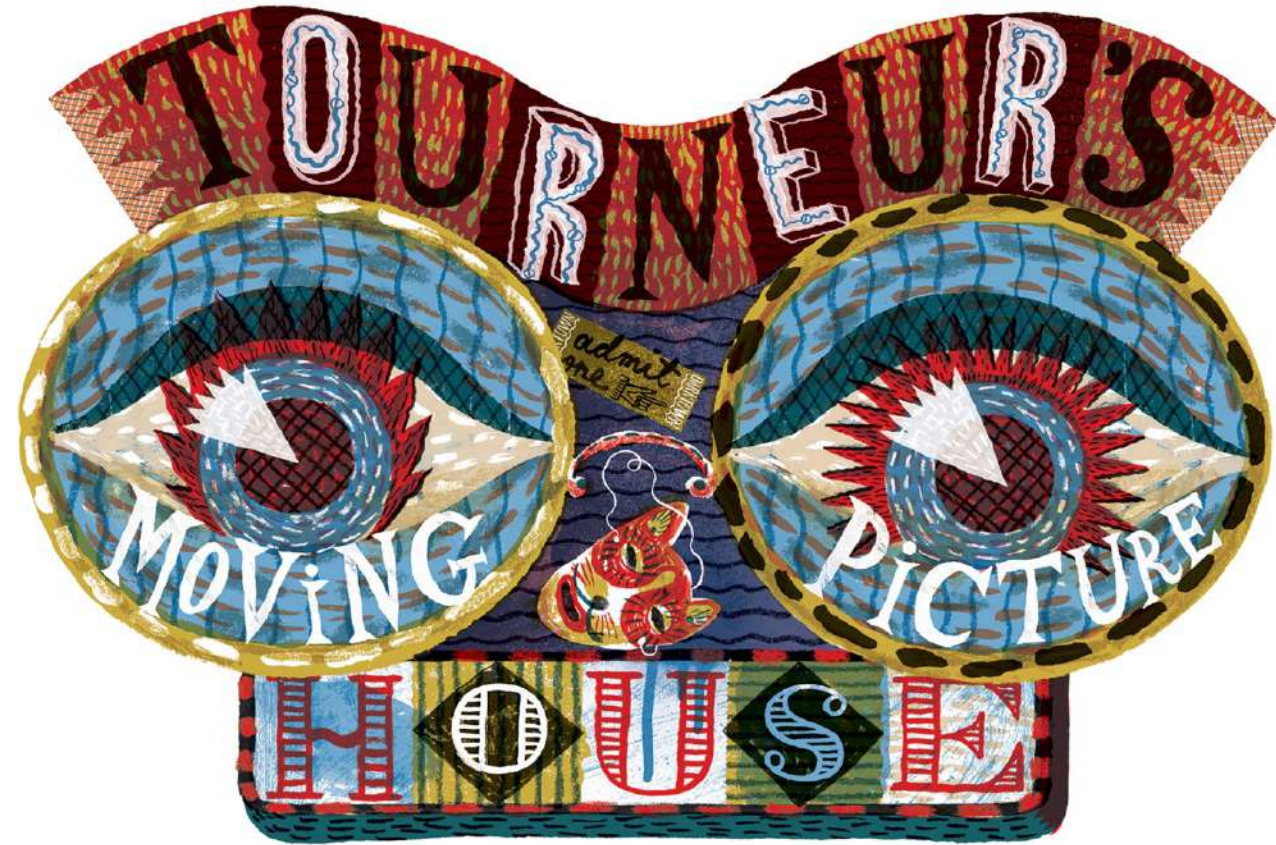
POSTS

TAGGED





jonny hannah











where do you **start**

you look
good you
feel **good**

control the
narrative

keep it **simple**

www.BethineElizabeth.com
• PHOTOGRAPHIC ARTIST •





Bethine Elizabeth Heggdal Børresen

FOTOGRAF

Drammen, Buskerud, Norway · 35 connections

Join to Connect



Selvstendig næringsdrivende



Southampton Solent University

Email or Phone

Password

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@BE.a.photographicartist

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Appointment availability

Mon, 7 Oct

15:00

16:00

All times are in CEST

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5.0

5 out of 5 · Based on the opinion of 20 people

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697 following

• Photographic Artist •

📷 + 🍷 @sohourbaneatery

vimeo.com/288974673



WEDDINGS

POSTS

TAGGED



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• PHOTOGRAPHIC ARTIST •

00:00: Dustin O'Halloran - We Move Lightly

FORSIDE

FOTOGRAFEN

INVESTERING

GALLERIER

KONTAKT

BRYLLUPS GUIDE

BETHINE ELIZABET

OM FOTOGRAFEN

WHO'S THAT GIRL?

PLANT MUM

DUMPLING CHIEF

A LEGEND OF ZELDA

ORGANIZER

TEAM KHALEESI

SLEEPY HEAD

EMOTIONAL SOUL

WINTER CHILD

AMEN, NORWAY

what is
branding

...why it's important
and why it should
matter to you

success
stories in
graphic design

thank**you**