

*This topic is about brand identity.*



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*Once the topic is completed and approved, learners will be able to understand*

*What are Brand elements*



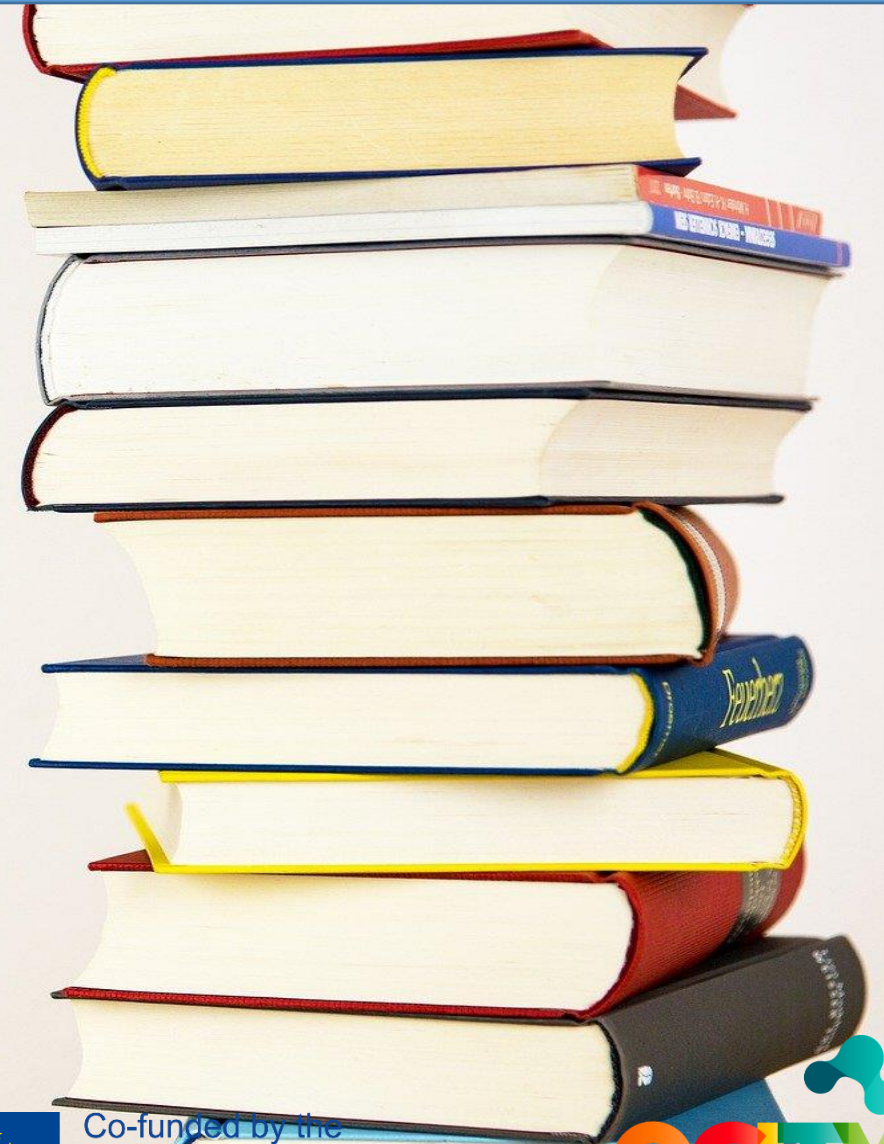
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*In this lesson, we will learn about:*

- ✓ *Brand names*
- ✓ *URLs*
- ✓ *Colors*
- ✓ *Logos and Symbols*
- ✓ *Text*
- ✓ *Photography*
- ✓ *Brand Mantra*
- ✓ *Slogan*
- ✓ *Packaging*
- ✓ *Jingles*
- ✓ *Consistency*
- ✓ *Choosing Brand Elements*



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# Brand names

Six principles we should follow are:

1. Memorability,
2. Meaningfulness,
3. Likeability,
4. Transferability,
5. Adaptability,
6. Protectability.

The name will be related to everything you do, it will be associated with your products and your company.



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# URLs

Domain Search

As companies searched for space on the Internet, the number of domains increased drastically.

There is no three-letter and almost no other English word that is not registered as a domain.

When someone wants to register their URL, they have to use word coins or buy someone else's domain.



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# Color

Colors are more important than we can imagine because the **choice of color is very important for every brand.**

Colors are associated with all kinds of **feelings.**

Colors and their combinations can have a **significant impact** on your users.

Different cultures and age groups prefer **different colors.**



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# Logos and Symbols

- Logo is one of the most important elements of **brand identity**.
- The logo will be in all your communications with clients and customers, so **create it carefully**.

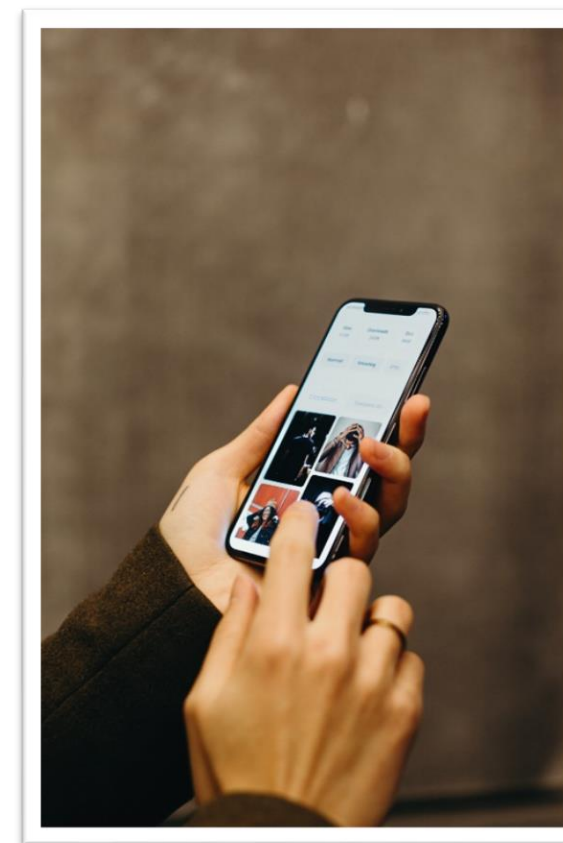


# Text

The font **TYPE** and **FONT SIZE** have a great influence on the visual identity. Choose a font based on the defined characters of your target group. Always follow the rules of simplicity.







# Photography



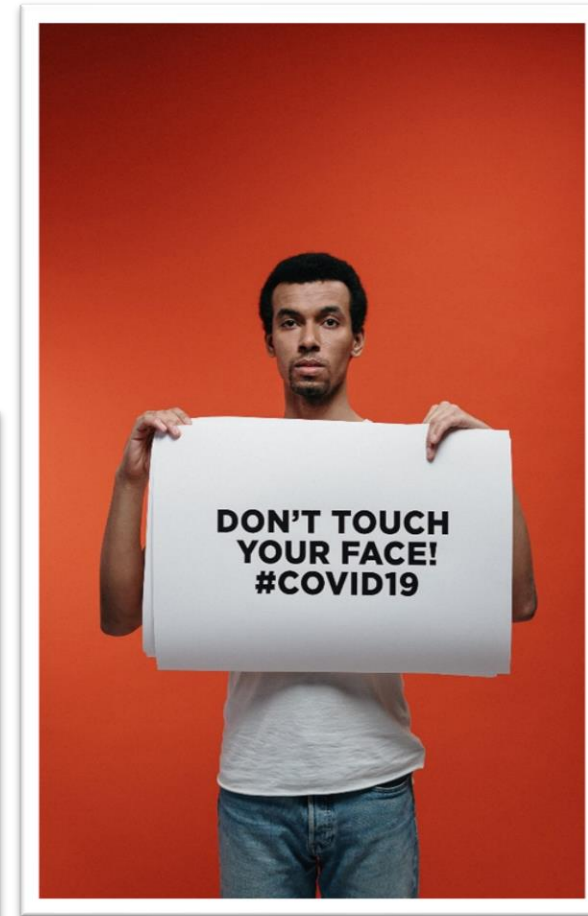
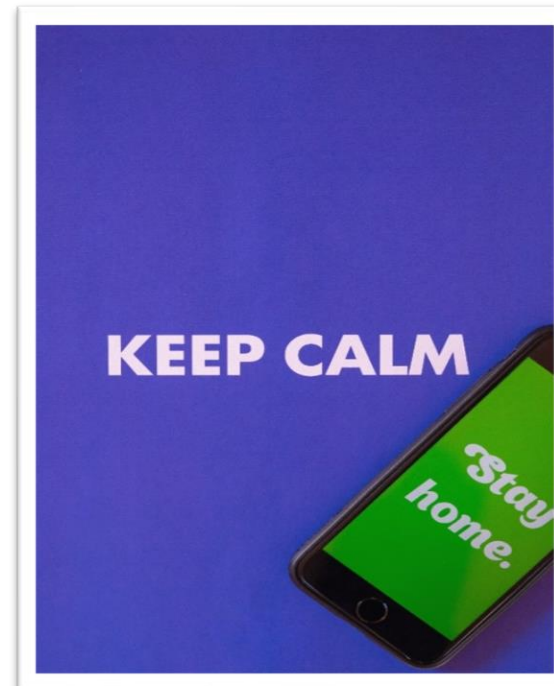
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# Slogan

A slogan is a motto or phrase that is used in different contexts as an **expression of an idea or purpose**, with the aim of convincing the public or the target group of people.

- Short and simple
- Consistency
- Why are you different
- Timeless
- Independence
- Input



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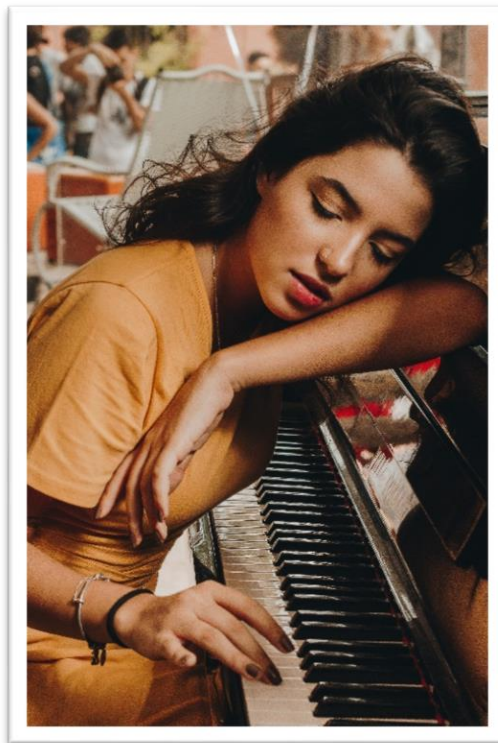
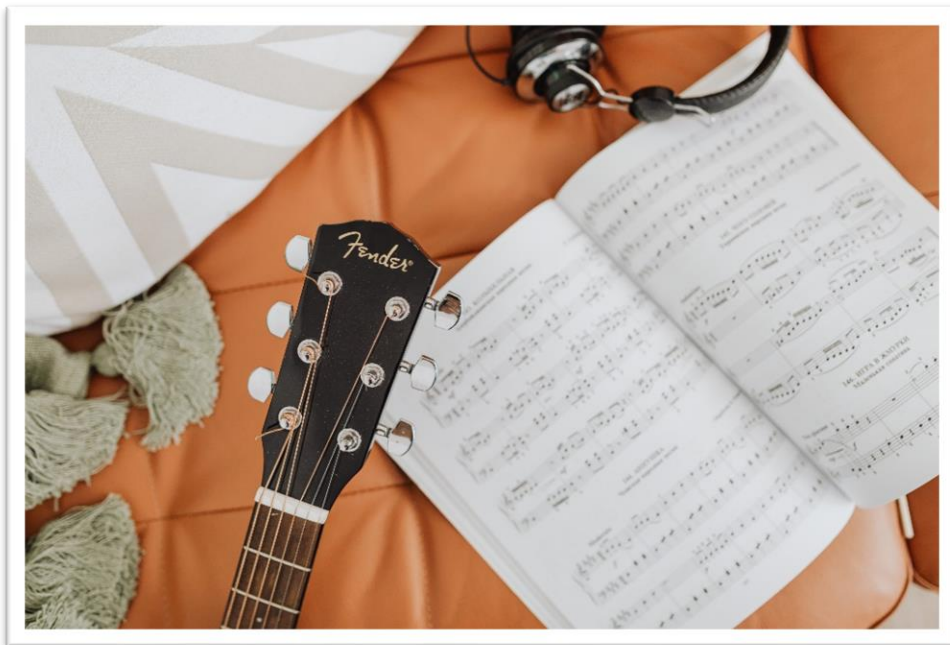
# Packaging

Product packaging must achieve certain goals:

- ✓ Brand **identification**
- ✓ **Description** and **convinces** the customer to buy the product
- ✓ Facilitate the transport and **protection** of products.



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# Jingles



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# Consistency

Brands that spend less on research and marketing communication run the risk of becoming **obsolete, irrelevant or forgotten.**

You want to constantly use the same colors, the same logo and the same type of text to make users **remember you, to trust you** and to make your visual identity evoke **positive feelings** in them.



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## Choosing Brand Elements

Memorability

Meaningfulness

Likeability

Transferability

Adaptability

Protectability





## Example of brand identity



The main activity of the company is:

- a) Marketing Agency
- b) Business Incubator
- c) Gaming development



From what can you conclude whether the answer is correct?

- The words that make up the **logo** (meaning), **font** and **color**.

**Assignment for course  
participants**



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## CREDITS

Content: Business Incubator Novi Sad



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