Visual identity design style

**Activity A: Brand type**

Analyse the use of the logo the choice of colours and images used in the visual identity to help reflect the brand type. Add your comments in the spaces below.

|  |  |
| --- | --- |
| **Chanel** | **LEGO** |
| 13 best Vintage Chanel Ads images on Pinterest | Vintage chanel, Badge ... | Jane Lynch and a band of precocious kids star in Lego’s short film ... |
|  |  |
| Answer: | Answer: |

**Activity B: Brand positioning**

Analyse the use of the logo the choice of colours, typography and images used in the visual identity to help reflect the brands positioning.

**High-end product: Nespresso**

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| --- | --- |
| The new Nespresso Variations coffees were inspired by Austrian ... | Answers: |

**Economy product: Aldi**

|  |  |
| --- | --- |
| Aldi grocery print ad [750x766] : r/AdPorn | Answer: |