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.

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| **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 ... |
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| Answer:   * Logo: Minimal, elegant serif font. * Colours: Black, white, gold which gives connotations of exclusivity and sophistication. * Imagery: High-end photography with clean backgrounds. | Answer:   * Logo: Simple design and playful typography. * Colours: Bright, bold colours (red, yellow) * Imagery: Fun, energetic product shots |

**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:   * Logo: Stylish, serif font with subtle detailing. * Colours: Rich browns, deep blacks, and gold. * Imagery: Close-ups of coffee with rich textures.   Positioning: Luxury, indulgence, exclusivity. |

**Economy product: Aldi**

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| Aldi grocery print ad [750x766] : r/AdPorn | Answers:   * Logo: Bright, bold, highly visible colours. * Typography: Clear, sans-serif fonts for easy readability. * Imagery: Product-focused with price tags prominent.   Positioning: Affordable, accessible, value for money. |