

Evaluating branding

Project stage:
Refining your design

This activity can be completed when visiting the Design Museum and the Design Museum Shop, or using a selection of branded goods. Begin by sketching and annotating one branded item – it could be a product, bag, t-shirt or a poster. Then analyse the branding using the questions below.



**DESIGN
VENTURA**
2022–23

the
**DESIGN
MUSEUM**

+

BORN TO BE

The Deutsche Bank youth
engagement programme



Sketch:

Choose a logo or symbol that stands out.

Imagery:

What images, pictures or symbols have been used?
Why do you think that is?

Key messages:

Are there any messages or slogans linked to this brand?

Colour:

Which colours have been used?
Why do you think that is?

Typography:

Choose five adjectives to describe the font or lettering used on the product. (e.g: bold, friendly, serious, sporty, fun, etc.) Does it remind you of anything else?

Target audience:

Who does this brand appeal to?

Place:

How does this product relate to its external environment?
Where will it be used?