

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.



Sketch:
Choose a logo or symbol that stands out.

A large rectangular area filled with a light gray grid pattern, intended for sketching a logo or symbol.

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

A large empty rectangular box with a yellow border, intended for writing answers to the Imagery question.

Key messages:
Are there any messages or slogans linked to this brand?

A large empty rectangular box with a yellow border, intended for writing answers to the Key messages question.

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

A large empty rectangular box with a yellow border, intended for writing answers to the Colour question.

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?

A large empty rectangular box with a yellow border, intended for writing answers to the Typography question.

Target audience:
Who does this brand appeal to?

A large empty rectangular box with a yellow border, intended for writing answers to the Target audience question.

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

A large empty rectangular box with a yellow border, intended for writing answers to the Place question.