

Evaluating branding

Project stage:
Design development

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 bag, t-shirt, or a poster. Then analyse the branding using the questions below.



**DESIGN
VENTURA**
2009–2019

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?

Key messages:

Are there any messages or slogans linked to this brand?

Colour:

Which colours have been used and why?

Typography:

Describe the font or lettering used on the product.

Target audience:

Who does this brand appeal to?

Your brand:

Note down some ideas to brand the product you are designing.