

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.



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?

A large empty rectangular box with a green border, intended for notes on imagery.

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

A large empty rectangular box with a green border, intended for notes on key messages.

Colour:
Which colours have been used and why?

A large empty rectangular box with a green border, intended for notes on color.

Typography:
Describe the font or lettering used on the product.

A large empty rectangular box with a green border, intended for notes on typography.

Target audience:
Who does this brand appeal to?

A large empty rectangular box with a green border, intended for notes on target audience.

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

A large empty rectangular box with a green border, intended for notes on branding ideas.