

BRANDING GLOSSARY

Many people mistakenly think that a company's brand is simply its logo. In reality, every company has a brand identity, which reflects how that company wants to be perceived by the world. A brand identity is made up of many components, including a logo, general aesthetic, tone, font choice, etc. A brand identity is shaped by whom the company wants to appeal to and what message it wants to communicate.

Let's go more in depth!

WHY DO I NEED BRANDING?

When you think about your brand, you really want to think about your entire customer experience... everything from your logo, your website, your social media experiences, the way you answer the phone, to the way your customers experience your staff.

In short, your brand is the way your customer perceives you.

It is critical to be aware of your brand experience and have a plan to create the brand experience that you want to have... a good brand doesn't just happen... it is a well thought out and strategic plan.

Many small organisations and start-ups neglect spending necessary time thinking about their brand in this broad sense and the impact it has on their business.

So let's do it !

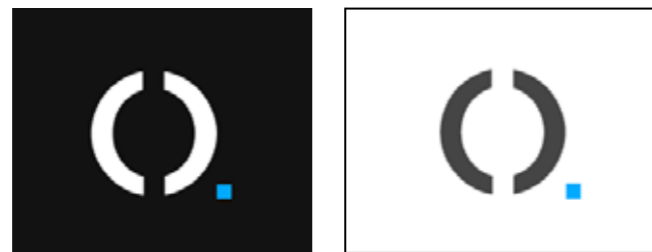
Have a look at our work



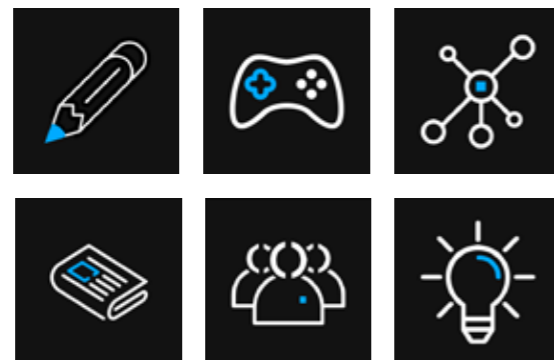


To give you an idea, check out our branding...

Our Logo

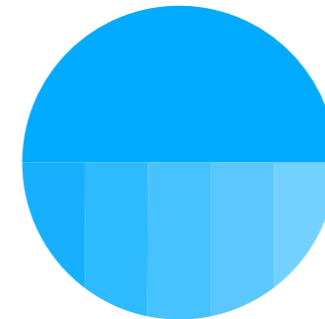


Social Icons



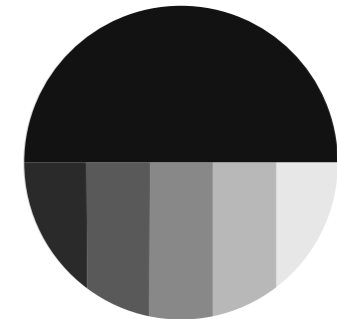
The colour palette

VIVID CERULEAN



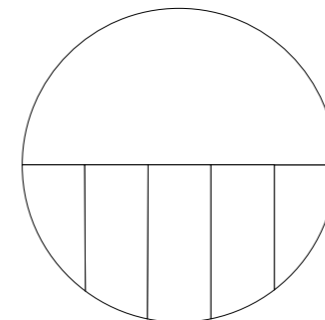
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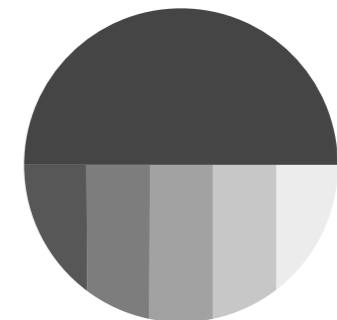
#121212

WHITE



#FFFFFF

OUTER SPACE



#454545

The typeface

HEADLINES

BEBAS NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AA BB CC

BODY TEXT

Aa Bb Cc

POPPINS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DEFINITIONS



LOGO

A logo is a design asset that is meant to serve as a recognisable symbol to represent an organisation or company. Logos are usually composed of images and/or text, and they serve as a shorthand to clue consumers into both the purpose and values of the company.

There are different types of logos depending on their inclusion of certain elements like symbols/icons, words, or emblems.

Regardless of the type of logo you go for, it should be easily recognisable and memorable.

There are 6 different types of logo style...

LETTERMARKS & WORDMARKS



They are logos that consist of letters. Brand initials for lettermarks logos and full name for wordmarks ones.

ABSTRACT LOGO MARKS



An abstract mark is a specific type of pictorial logo. It's an abstract geometric form that represents your business.

THE COMBINATION MARK



A combination mark is a logo comprised of a combined wordmark and a pictorial mark, abstract mark, or mascot

PICTORIAL MARKS



A pictorial mark (sometimes called brand mark or logo symbol) is an icon or graphic-based logo.

MASCOTS



Mascot logos are logos that involve an illustrated character.

THE EMBLEM



An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests.





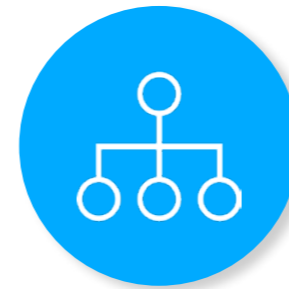
COLOUR PALETTE

A colour palette is the choice of colours that a company selects to have associated with its brand. A company's colour palette is used in all marketing and branding materials, including product packaging, web design, advertisements, and more. They are often chosen based on the emotions a company wants to evoke, or the values a company wants to communicate.



BRAND GUIDELINES

A brand guideline is a guide that helps you keep track of all your branding assets. Brand guidelines outline how your brand should be expressed - both visually and verbally - any time you create new sales, marketing, and packaging materials across various mediums. These guides ensure that everyone in an organisation is aware of the company's aesthetic, tone, personality, and more.



SUB-BRAND

A sub-brand is a product that is tied to a larger brand, but it has its own branding strategy and materials. Sub-brands have their own colour scheme, marketing strategy, and name.



PERSONAS

Personas are fictional "characters" that companies design to represent the real people that typically use or purchase a product or service. Companies create customer personas in order to get at who they are trying to target with their products.



ICONS

An icon is a small graphical representation of an idea, object, or activity. In branding, icons are symbols that represent what your brand stands for.



95%

*of top brands only use two colours in their logo**



MOODBOARD

Designers use moodboards to gather images, text, and other visual elements that come to define the look and feel of a brand. Moodboards are helpful when words simply aren't enough to describe a concept for a brand aesthetic.



STORYBOARD

Storyboards allow designers and creatives to map out a story they are trying to tell, piece by piece or frame by frame. Designers who are creating videos or longer-form media can use storyboards to look at their creations in smaller, more manageable chunks.





TYPEFACE

Typeface is often used interchangeably with font, although the term itself is more descriptive of a font family. Throughout the branding process, designers select a combination of two or more font families that convey your brand's personality and aesthetic.



TONE OF VOICE

Voice is certainly one of the most important terms in a branding dictionary, and it refers (quite literally) to the way the brand sounds to consumers. Based on specific word choices and language styles, a voice shapes a brand's personality.



COLLATERAL

Brand collateral pieces are the physical, visible objects that have been created to represent a brand. Collateral can range from things like brochures and flyers to Facebook ads and signs at events.

WOW

That's a lot, is that everything?

Well not exactly, there's way more terminology when it comes to branding but we gathered the main ones to help you have a better and clearer understanding of what you might need.

ONQOR Group are very proud of their Design team & the work we have completed for clients over the years. We've created very strong brand identities that have shown substantial effectiveness in businesses growth.

Want to discuss how we could help your business build a fresh, clean brand?

Our doors are always open for a coffee meeting.

[Book a call](#)

