

Lecture Title “Branding For Designers”

演讲名称 “设计师品牌化”

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01 Branding Overview 品牌概况

In this lecture, you will learn the basics of branding while getting an understanding of the designers' role when it comes to branding.

在这个演讲中，你将会学习到品牌化的基础知识的同时了解设计师在品牌推广方面的作用。

- Why is this lecture important?
这个演讲为什么重要？
 - What is branding?
什么是品牌化？
 - When does a company begin such an undertaking and why?
一个公司什么时候以及为什么开始变成一个企业？
 - What is the role of the designer in branding?
设计师在品牌化中扮演了什么角色？
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02 Discuss Brand Strategy

品牌策略研讨

The major questions: 主要问题

(1) Who are you?

你是谁？

(2) Who needs to know?

谁需要知道你是谁？

(3) How will they find out?

他们是如何寻找到你的？

(4) Why should they care?

他们为什么在意你？

(5) What's the story?

这里面有什么故事？

- Define the vision for your company 为你的公司定义一个构想
 - Are there any business objectives 定义经营目标
 - Assess the competitive landscape 评估竞争格局
 - Evaluate the value proposition 评估价值定位
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03 Elements of a Brand Strategy

品牌战略要素

Brand Attributes 品牌属性

- Core values that represents the essence of the brand.
代表品牌精髓的核心价值
- Set of characteristics that identify the character and personality traits of the brand.
识别品牌的品质和个性的一系列特征
- What's the voice, culture, impact etc. of your brand? What makes your brand unique?
你品牌的理念，文化，影响等是什么？是什么让你的品牌变得与众不同
- **Brand Statement / Positioning / Messaging**
品牌主张/定位/信息传达

Statement that communicates what your company stands for. It reflects your professional reputation.

品牌的主张传达着你的公司代表着什么，它反映了你们公司的职业声誉

Customer Demographics /potential audiences, customers or engagers.

客户数量统计/潜在客户/观众或者参与者

- Who is your potential audiences, customers or engagers?
谁是你们的潜在受众群体，客户或者参与者？
- What are their needs? What's their backstory?
他们需要什么？他们的背景故事是什么？
- How can you fulfill their needs , Defining your customer's experiences
你如何满足客户的需求，定义你客户的体验？
- Is there something in the strategy that makes you connect to your brand?
在战略中有没有什么东西能让你与你的品牌联系起来？

Examples of Brand Strategies

品牌战略案例

04 Elements of Branding an Identity System

品牌识别系统的元素

- **Logos & Identity Systems Terms 标识 &识别系统术语**
 - Logo, Logomark or Symbol 标识，字体标识 或者 符号
 - Logotype or Wordmark 商标 或者文字商标

- Hybrid of any of the above 混合任何上述内容
 - Identity Systems Variations 识别系统差异
 - Transformative Identities 转型特性
 - Examples of the all of the above 上述的所有例子
- **Elements of Brand Guidelines 品牌指导元素**
 - Brand Strategy Document 品牌策略文档
 - Logo Usage 标志利用率
 - Typography 排版
 - Colors 颜色
 - Photography 摄影
 - Applications 应用程序

Concept & Story aligns with Brand Strategy

概念 & 故事与品牌战略的一致性

05 Branding & strategy has to be the foundation of the next generation graphic designer.

品牌化& 品牌策略必须是下一代平面设计师的基石。

- Branding touches every element of design It's the foundation of any design project
品牌化塑造着设计的每一个元素，它都是设计项目的基石
- Understanding brand strategy will provide you with that extra edge
理解品牌战略将为你提供额外的优势
- Understanding Branding and Strategy helps you understand the business of design.
理解品牌和策略会帮助你理解商业设计