

## Branding Analysis: Project Steps

### STEP 1

#### Research and Collect

- Create a new folder for this project labeled "Brand Elements"
- Use the Internet to research a brand of your choice, try to choose a popular one for the best results. Use google **image search** to find image examples and the **web search** to find details about the brand
- Save images of the brand's logo and other usages such as packaging, business cards, advertisements, marketing material, promotional material, apparel etc...
- Collect 8 examples and save them in your "Brand Elements" folder.

### STEP 2

#### Analysis

Launch Adobe Illustrator and create a new file that is setup for U.S. Paper size, 8.5"X11"

- Drag and drop your images from your "Brand Elements" folder onto your Illustrator document, or use the File Menu / Place option to import the graphics
- Use the text tool to type your name at the top and title the document Analysis of "Brand X" "
- Arrange your graphic examples into a neat grid starting at the top in rows of 4
- Use the Text Tool to add labels to each element, for example "logo" or "advertisement" etc...
- At the bottom of the page identify these elements and answer these questions:
  - What is the font family used? Is it a sans serif or serif font
  - What is the color palette? What colors are used?
  - What is the overall shape of the logo? Is it oval? Square? Round? Rectangular?
  - What graphic elements are used in the logo? Typography? Shapes? What Kind of Shapes? Lines? Ovals? Squares? Symbols? Illustrations?
  - What is the overall mood or emotion of the brand? Cheery? Serious? Fun? Energetic? Soothing? Friendly? Peaceful?
  - List a few words that describe the "identity" of the brand you have chosen to analyze
- Organize all your text and other elements, save your document as brand\_analysis.ai, then print.