

Simple Uniform Repetitive



We borrow a page from Brown's book to illustrate that consistency is key to a successful look. *Continued* ▶

Simple, uniform, repetitive

A page from Brown's book illustrates that consistency is key to a successful look

If you love to design—if you love to explore the different ways that a message can be beautifully and creatively expressed—then the aspect of design you'll see here can be positively painful. Why? Because once you've settled on a logo and related imagery, what you must forever after do is *leave it alone*. Don't touch it. Repeat it exactly, over and over and over until you're bored and beyond bored. The surprise is that's what makes it strong; the public sees it, gets it, knows it, counts on it—if you change it, it never settles in. To illustrate this simple (but hard to do) idea, we borrow a page from UPS's excellent Brand Guidelines . . .





Visual standards

Your mark is unique. To protect its integrity and effectiveness, you need to set guidelines. They should regulate spacing, size, color and other key visual aspects of the design.



To most viewers, the logo is the shield, but it's really the shield *and the space around it*. Nothing is allowed into this protected space, so the shield can be seen without distraction or competition. The clear space also defines the minimum distance from the logo to the edge of a printed piece. As a rule, this space should be some *rational* measure derived from a major visual element in the image itself; in this case it's the x-height of the type.



Small size Too small, and it's no longer a logo; it's a speck. To ensure visibility, specify a minimum size; for UPS it's a half inch.

Minimum size
0.5" or 13mm



Brandmark

Define what can and cannot be done to your logo. Address rendering, color, orientation and so on. Your guidelines will ensure that the look and voice of your logo remains constant.

- A)** Do not outline the brandmark in any color.
- B)** Do not change the brandmark colors.
- C)** Do not add new elements to the brandmark.
- D)** Do not change the brandmark's orientation.
- E)** Do not redraw any element of the brandmark.
- F)** Do not delete the brandmark's "shield" background.
- G)** Do not use the brandmark as a motif or graphic design element.
- H)** Do not violate the brandmark's clear space.
- I)** Do not create a "read-through" header with the brandmark.
- J)** Do not add other effects the brandmark.
- K)** Do not crop the brandmark in any way.
- L)** Do not place the one-color brandmark on a photograph or pattern.





Application

Consistent application in real life is the key; just treat your logo the same every time—same placement, same color, same importance—and your viewers will get to know it.

Dropboxes, airplanes and delivery vans are all different things in different environments, which makes it easy to overlook the sameness of the logo. That's what you want—the viewer isn't aware; he just gets it. Note that, strictly speaking, the "edge-of-the-page" rule is suspended on the airplane's tail, but with no nearby imagery, the eye moves from the shield into limitless space.

Logos and images provided by United Parcel Service





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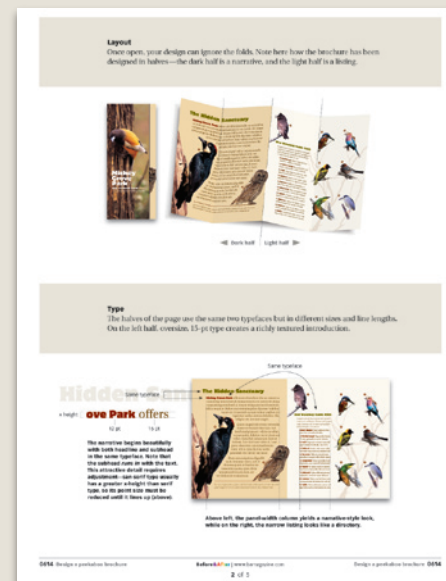


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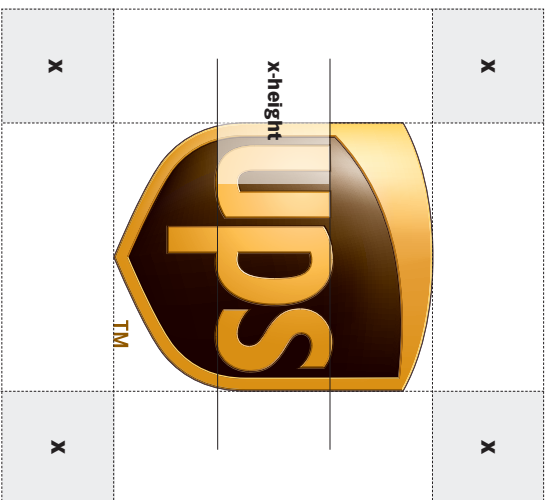
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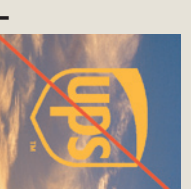
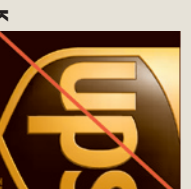
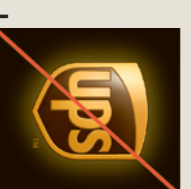
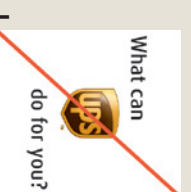
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