

SLIDE

Brand Design Tool-kit

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Idea Design

Create compelling messages and feelings to engage audiences.

Logo Design

Create a universal symbol that connects audiences with your brand promise.

System Design

Build a system of colour and typography to drive all your brand's comms.

Overview

SYSTEM DESIGN. The system of typography and colour that define your brand. Build colours and typefaces that capture the feelings you want your brand to express. Then test them out in various communications scenarios. Document the results and share with your community.

LOGO DESIGN. Your logo is like a face that identifies your brand instantly. It is the most unique representation of your brand. Treat your logo with care, but not too much care; allow it to be strong enough to show your vision, but flexible enough to stand the test of time.

IDEA DESIGN. Your idea is the heart — the love — of your brand. The written words that capture what you're doing, why you're doing it and who you're doing it for. If you're sincere and honest here, you have solved most of your branding challenge. Make sure your idea considers people. Define it simply and clearly such that anyone, anywhere, can identify with it. Be sure to make it personal and tell stories to help people relate.

Using SLIDE

SLIDE (System, Logo, Idea Design) is an approach to design that can be applied to new and existing brands. You can start anywhere in the process. There is no right or wrong way to use SLIDE. Make it work for you. Trust your instincts.

Have a logo already? Build a message and system around it. Already have a system of colour and type? Translate them into meaningful messages and universal symbols. SLIDE is non-linear, fluid and iterative, but also swift and efficient at delivering results.

Share

We are excited to see what you create. Trust the process. Be patient. And pay attention to every detail. Above all, trust your instincts.

We are always learning and improving SLIDE.
Follow us and share what you learn as you use
SLIDE. www.designwithslide.com.
[@designwithslide](#)

Idea design

Be Yourself, the rest will follow.

The key elements of your brand idea are captured in:

1. **Your brand story:** What do you do?
How? and why? What drives you?
2. **Your brand name:** Who are you?
What is your name? What does it mean?
3. **People:** who do you do it for?
Who do you do it with?
4. **Your brand mood:** how does your brand
make people feel?
5. **Your tag line:** say something for everyone to
remember.

Brand story

What do you do? How do you do it? Why do you do it? What drives you?

What do you do?

Keep it simple and straight to the point.

No flowery language. Write it for a 5-year old.

E.g. VOX is a car company that makes resilient and affordable, self-driving cars...

How do you do it? You should have a unique approach to delivering your product or service or to engaging audiences. Again, keep it simple. Think about your process and what makes it unique.

E.g. We use technology built with data from difficult to navigate terrain.

Why do you do it? This is your vision and mission for the world. The reason your brand exists. Its purpose. Think back to the moment you decided to create your brand. What inspired you? What did you observe in the marketplace? What pain points are you solving for people?

E.g. We want to empower people everywhere to spend less time on the road and more time living life.

What drives you? (Values) This is the place to really be yourself. Be as expressive and random as possible. Write as many values possible, then create a short list; Repeat 3 times and then combine your shortlist; keep the ones that occur the most. Ask yourself how you will embody these values in your company. Describe each value in one or two sentences.

E.g. We are driven by innovation, simplicity, adventure, creativity, and honesty.

For example — Brand story, all together...

VOX is a car company that makes resilient and affordable, self-driving cars using technology built with data from difficult to navigate terrain. We want to empower people everywhere to spend less time on the road and more time living life. We are driven by innovation, simplicity, adventure, creativity, and honesty.

Name design

Who are you?

What is your name?

What does it mean?

How to make a
meaningful name:

1. Write a memorable and easy to say name.
2. Write a good story behind your name — it will help people connect better with the name.
3. **Keep it simple**, but also quirky and unique, so your name can travel across many mediums.
4. **When in doubt:** no more than 5 letters.
5. Don't be too rigid, put as much of your personality into the name, but consider how your preferences may affect your audiences ability to quickly identify with you.
6. Check with potential customers, friends, family, and colleagues.
7. **Above all trust your instincts.**

For Example —

VOX: VOX is fast. VOX creates space for people to move easily. VOX is easy to use; VOX is powered by self-driving technology. VOX is fun and makes people feel alive. VOX is robust and automatic.

People

Who are you selling to?

Who are you working with?

Tell the story of real people in one or two paragraphs. Think of people not numbers, not vague categories. Think of the people you want to serve, and the people you want to work with everyday.

For Example —

Our customers are people from every walk of life with busy lives. They love life and its simple pleasures: the evening breeze, long drives, and conversations with friends. Our customers love technology—it makes them feel empowered to be their best. For them cars are more than the brand or the colour. Cars mean getting to a destination and loving the way there.

Our people care deeply about the world around them. We want to enrich everyone's experience of life. Driven by simple pleasures, we are constantly trying to get everyone to appreciate life's little surprises. We are family women and men, creative youth and extremely thoughtful intellectuals. For us, nothing is impossible, and true success means inspiring lives to be truly exceptional.

Mood design

How do you make people feel?

1. Write some key emotions you want associated with your brand.
2. Find images of the people in your community (see People) exhibiting the emotions you want them to feel when they encounter your brand.
3. Find images, colours, patterns etc that capture your brand's values (see brand story).
4. Write a short description for each image.

Tag line

Capture the essence of your brand in a simple word or phrase.

How to write a tagline:

1. Start from your vision and mission (see brand story). Ask yourself what benefits you're offering your community. List the benefits. Ask yourself what action you want people to take towards your vision and mission.
2. Your tagline should inspire people by communicating that their action towards your vision/mission will give them a very clear benefit.
3. The best tag lines are "calls to action".

4. Work from a long sentence to a short two or three word phrase. Put as much meaning into the sentence then as you shorten it, ask yourself and others what meaning it conveys.

For Example —

We want to empower people everywhere to spend less time on the road and more time living life.

Spend less time on the road and more time living.

Get off the road faster and get to living your life.

Get faster to living life.

Get faster to life.

Putting it all together

Brand story: VOX is a car company that makes resilient and affordable, self-driving cars using technology built with data from difficult to navigate terrain. **Vision & mission** - We want to empower people everywhere to spend less time on the road and more time living life.

Values - We are driven by innovation, simplicity, adventure, creativity, and honesty.

Brand Name: VOX is fast. VOX creates space for people to move easily. VOX is easy to use; VOX is powered by self-driving technology. VOX is fun and makes people feel alive. VOX is robust and automatic.

People: Our customers are people from every walk of life with busy lives. They love life and its simple pleasures: the evening breeze, long drives, and conversations with friends. Our customers love technology — it makes them feel empowered to be their best. For them cars are more than the

brand or the colour. Cars mean getting to a destination and loving the way there.

Our people care deeply about the world around them. We want to enrich everyone's experience of life. Driven by simple pleasures, we are constantly trying to get everyone to appreciate life's little surprises. We are family women and men, creative youth and extremely thoughtful intellectuals. For us, nothing is impossible, and true success means inspiring lives to be truly exceptional.



Tagline: Get faster to life.

Be like — Apple, Think Different.

Apple is the world's leading computer company because they've designed devices around the user. When they launched in the 70s, computers were a very niche product used mostly by experts in very technical industries. Apple's mantra, "Think Different" has led the company to time and time again deliver devices that everyone everywhere can use — professionals and casual users alike.

Today, the computer company makes more than computers. They've got music products, phones, TV devices in addition to powerful computers that inspire people to create everyday.

Apple has a clear understanding of what it does; its description is simple and straight to the point: "Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile

phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad.”

And Apple knows its customers and people well. Customers are pro and novice, old and young, from around world, people who want a powerful but easy to use device that “just works.” That understanding of customers’ preferences is what drives the people who work with Apple to “Think Different.”



Think different.™

Logo design

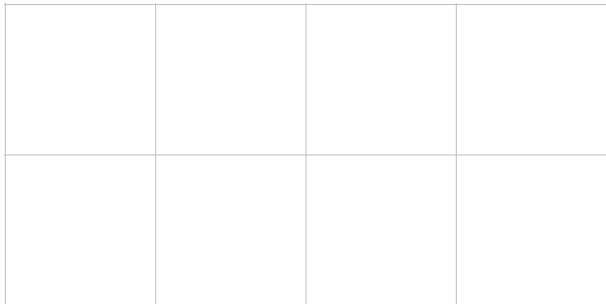
Create an iconic symbol that communicates your name. It can be inspired by your idea design or not, just make sure it is clear and legible in different sizes and across different media. Also, check that it doesn't convey a different meaning than you intend.

Your logo can be your name written out in a particular typeface or hand written. Or it can be a unique symbol made up of letters in your name or based on some other meaning or even just a random icon, combined with your name.

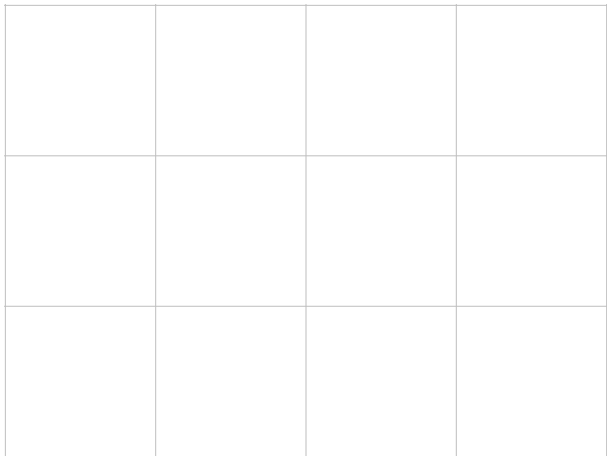
Until you are well established and people know your brand name with your icon, you shouldn't use the icon alone.

How to create a logo

1. Create a grid with up to 100 cells, like so:



2. Sketch logos in each of the cells.
3. Shortlist some sketches by asking yourself which you find strongest for your brand (most practical and most meaningful), ask others as well. Practical means is legible and clear, meaningful means it evokes the feelings you want for your brand.



4. Repeat 1 - 3 process as many times as possible till you feel confident that you've found some options or one option you love.
5. Once you're done sketching, convert to high fidelity drafts and test in different colours, inverted, sizes, and media (what does it look like on t-shirts, social media, etc)?

TIPS

- Reference different icons (visit thenounproject.com)
- Test the logo in small and big sizes
- Try variations of each idea

Keep it simple

[Download our grid template.](#)

Converting your sketches to high fidelity logos

Recommended Apps: You'll need a vector design app to convert your sketches into a final editable logo. There are many to choose from but we think these are great! If you prefer not to use an app, get a pro designer to convert your sketches for you.

Adobe Illustrator

www.adobe.com

Illustrator gives you all the tools you need to design. You can manipulate shapes, points, colours, and more. Remember to keep things simple. Adobe's website has quick tutorials to get you started.

Create rules for your logo

1. Set placement parameters (where should it be placed, on what type of background)
2. Set resize parameters (what's the minimum size? How should it be scaled? Aspect ratios must be respected – no stretching!)

Be like — Coca-Cola, Change the world.

Coca-Cola has one of the most recognisable brands in the world. The brand mark isn't the simplest, but it is unique, original, and has stayed with the company over a century. Of course the identity has evolved in that time, but the logo has remained relatively similar through each iteration.

The Coca-Cola logo is an example of a mark that stands the test of time. Its parent company is dedicated to the mark and isn't swayed by design trends. To build a truly strong and consistent brand that has an impact on people, you have to commit to your final logo, not changing it on a whim, or following trends. Even after 5, 10 or 20 years.

Coca-Cola is able to stay true to their symbol because their spirit defines the mark not the other way around. And this spirit is evident in all of Coca-Cola's communications. The Coca-Cola

company sells a simple product, carbonated, sweetened, flavoured water. Yet they are a household name around the planet. The brand embraces people from everywhere, using their humble product to promote a culture of love, joy, and openness.

The lesson here is “the brand makes the logo, the logo doesn’t make the brand.” As you design a logo mark, remember not to overthink it. Create something simple that works for today’s needs, but more importantly, to achieve lasting impact, ensure that wherever your logo is used, your brand embodies a true spirit of service to humanity.

The image shows the classic Coca-Cola logo in a vibrant red color. The text is written in a highly stylized, flowing script font, with the words 'Coca' and 'Cola' connected by a continuous, elegant line. The logo is centered at the bottom of the page.

System design

Select colour and typography.

Pick one color!
(well, no more than 3)

Pick one typeface
(a pro-typeface with no more than 2 weights)

Ideally your typeface should be universally accessible and available — people everywhere can find it, and it can be used on all media.

*Weight is the thickness of the font. For example, bold is heavier (thicker) than regular.

Choose colour and type that are practical — easy to identify and use; and convey your brand mood and values.

Color speaks volumes —

Color evokes emotions.

As you design, ask yourself how each new hue makes you feel.

Choosing colors

- **Focus on emotion.** Ask yourself what emotion you want to convey. Then look for images (mostly scenery) that convey the emotion you want.
- Select 5 or 6 main colors from the images. Then make a palette of 3 or 4 colors for each one. Compare the palettes. Select the top palette and repeat the process till you have 3 final palettes.
- **Test** final palettes with others. Ask them to pick their favourites and tell you what they like or dislike. **Remember to trust your instincts.**
- **Test** your shortlisted palettes with your logos, and on some stationery (email signature, business card, social media profile).
- Also think about others in your industry, how can you stand out but still be trusted?



Color psychology

Here's a reference to guide your choices.

Remember, it's a lot about how the color is used and in what context. To illustrate this, the color guide indicates positive and negative feelings.

Trust your instincts. Find something unique to you and your brand's context.

Reds

Positive: Energy,
Passion, Excitement,
Warmth.

Negative: Danger,
anxiety, pain,
aggression.

Greens

Positive: Fresh, life,
newness, health.

Negative: Envy, greed,
sickness.

Blues

Positive: trust,
integrity, reliability.

Negative: moodiness,
coldness.

Oranges

Positive: Zest, life.

Negative: Immaturity.

Purples

Positive: Royal, rich,
Passion.

Negative: Extravagant,
moody.

Yellows

Positive: bright.

Negative: Caution,
uncertain.

Blacks

Positive: strong, solid,
clear, professional.

Negative: dark,
mourning, depressing.

Greys

Positive: Timeless,
balance, reliable.

Negative: damp,
unclear.

Typography

Use Helvetica. Simple.

Forget the many Typeface options out there.
Just go with Helvetica.

Designed in 1957, Helvetica was created to be a neutral typeface with “great clarity, no intrinsic meaning in its form, and be used on a wide variety of signage.” In its 60-year history, numerous global brands have adopted Helvetica in their logo design and across all communications channels. Brands like 3M, American Airlines, Texaco, and many more use Helvetica.

Evolving effortlessly into the digital age, Helvetica is robust, with 51 different weights and matching designs for non-latin alphabets. And, the font is universally accessible and widely available for web and print uses.

What more do you need in a typeface?

Trust us. Helvetica just works, doing exactly what its supposed to — let your brand shine. Choose Helvetica and stick to it. It won't let you down.

TIPS

- Select one weight for your logo, another for headings and use regular or light for body text.
- **Keep it simple.** Unless you're a type designer, do not edit the font structure.

Choosing type

If you decide not to follow our “Helvetica” recommendation, then here’s a simple guide to help you choose the right font. Proceed at your own risk :-) but remember to trust your instincts.

Easy as ABC.

A. Easy to read:

Pick fonts that are legible and easy to read

B. Easy to find:

Ideally, you want to use web safe or system fonts, some examples are: Sans-Serifs - Arial, Lucida Grande, Tahoma, Verdana, and Helvetica. Serifs - Georgia and Times New Roman.

fonts.google.com has a wider selection of professionally designed fonts that are free to download or embed in websites.

C. Easy to use:

Pick fonts that are versatile for headings and body text. Where possible avoid wild typefaces. If you must use them, use sparingly as headings or as accents.

Be like— Nike, Just build it.

Nike has built one of the most exciting brands in the world. Everything just works together. The tagline. The name. The logo mark. The products. The ads. Everything in sync. And yet there's so much life and flexibility in the brand. You feel like everything is possible.

That's intentional. Nike is built on a mission to inspire people to achieve their best, one step at a time. Since inception, the brand has evolved the same way. With nothing but a few bucks loaned from his Dad, Phil Knight, founder of Nike, set off on a journey to find the perfect running shoes. That journey continues today. Regardless of what happens in the market, Nike stays ahead: creating shoes, apparel and a lifestyle that garner cult following.

Building a brand is not easy, but like Nike, it's as simple as taking one step. A step in search of an idea, committing to it and growing from it. Find

your idea. Stay true to it. And just build it. Build a name, and a message to engage audiences. Build a mark and a system to bring your idea to life. Build one element at a time. Don't be in a hurry. Trust your instincts.

Today's step will eventually become a remarkable journey of countless miles. And those miles when you look back will be your beautiful brand.



Final Bits. Make a book with everything.

Combine everything you've created into one simple book. You can print it out for your records or store it and all your brand assets in services like Frontify or Google drive.

Share

Thanks for participating in SLIDE. We can't wait to see the wonderful brands you create, so please share with us and everyone around you. As you use SLIDE share your thoughts and comments so we can improve the technology for you and the world.

We designed this handbook based on a 5-day workshop in August 2017, where we worked with 12 designers (Gozie, Temitope, Tomiwa, Aike, Jide, Runor, Samuel, Ololade, Adewale, Ifebugola, Mayowa, and Osione). SLIDE was a process we had been building with clients for 2 years at the time, but had never really shared with the world.

We learned a lot from the experience and are exceptionally grateful to all the participants for incredible patience and dedication to the process. SLIDE is infinitely better because of you.

Thank you.

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