

# Identity & Branding: Research

For the brief 'Identity and Branding' I have decided to create a corporate identity package for 'Loris & Finch' estate agents. This package will include a logo/logotype, a colour palette, a mock up brochure and/or website and one or more example of stationery.



I focused on local estate agents in my research as the one I am designing for is Lincolnshire based itself. Some examples:



I thought the best way to start off my research would be to look into existing branding of estate agents. To start off I simply Googled 'estate agents logos'. This was an easy way to get a general view of different logos and to compare them for similarities and differences.



I found that estate agents tend to use logotypes but alongside imagery. There are very little image only logos. This is probably as the name is very important in the case of an estate agents as there are always so many in one area. I will stick to this convention when designing my logo. I have been thinking of different logotypes myself for the company 'Loris & Finch' but I would like to be able to create both a logo and logotype so that the company can alternate between the two depending on where it is being displayed.



Within these logos there is a clear colour palette for each company. When looking at their websites it is also clear to see that this is maintained. These colour schemes allow the companies to be recognisable, especially the 'William H Brown' logo which is carried across the UK onto different estate agents with a different name such as:



## Ideas

I thought that it would be best to put what I had in mind down on 'paper' (in this case Photoshop) to see if the layouts I am thinking of work or appeal to me to be used. Ignoring colour and type for now, this is what I came up with:



If I were to go for a logotype, these are the sorts of presentation I had in mind. However, I don't feel there's enough there. I do know that I want to use a serif font, and my next step will be finding one.

## Loris & Finch

Lincolnshire based estate agents, with an expanding business eventually hoping to be a national presence. Loris and Finch specialise in expensive listed and older buildings, or 'character' properties. They see themselves as a quintessentially British upper middle class concern and want to broaden brand appeal.

## Typography

I want a type that shows the estate agents to be aimed at the 'British, upper middle class' (or posh, sophisticated) as well as the fact this estate agents deals with 'expensive, older buildings' or 'character properties'. Therefore I want a type with character, which I also want to be serif as I feel this is classy and sophisticated.

I went to [dafont.com](http://dafont.com) where I looked under the 'serif' category and found a few fonts that stood out to me:

Vinegar by Jelloween

Vinegar-Regular.ottf

# Loris & Finch

[Vinegar by Jelloween](#) - Very bold, each letter has character.

Optimus Princeps by Manfred Klein

OptimusPrinceps.ttf

# LORIS & FINCH

[Optimus Princeps by Manfred Klein](#) - This capitalised font has character and I like how the first letter is bold. The ampersand has an interesting look and stands out.

Oranienbaum by Jovanny Lemonad

Oranienbaum.ttf

# Loris & Finch

[Oranienbaum by Jovanny Lemonad](#)

I like the size of this type, it is tall and narrow. The ampersand here also has character and I feel it needs to be within this logo.



RomanSerif.ttf

Loris & Finch

RomanSerif-Oblique.ttf

*Loris & Finch*

[Roman Serif by Manfred Klein](#)

A more minimalistic serif font with smaller serifs and thin lettering.

When uploading these fonts to Photoshop and trying them out I decided I liked Oranienbaum the most because of the amount of character the ampersand has. I decided I would have to add some sort of imagery to my logo to give it originality and make it more interesting, but it is still effective. Below I have used the type to display the company name as it is and I have also added colour to see how it looks in another light and to put colour ideas into practice.

Loris & Finch

Loris & Finch

Designing Brand Identity: An essential guide for the whole branding team - Alina Wheeler, 2013.

I found this e-book very useful when researching into brand identity.

“What is brand?”

Page 3. I liked this diagram and how it shows the different elements that create a brand. It has a ray of ideas of formats for me to design for “Loris & Finch”.



“What is brand identity?”

“Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible.”



Bibliography:

Wheeler, A (2013). Designing brand identity: an essential guide for the whole branding team. 4th edition. [online] Hoboken, N.J. Wiley. Available from: <http://eds.b.ebscohost.com/eds/detail/detail?vid=1&sid=7a390df9-f818-470e-95d3-db45fd5e015a%40sessionmgr112&hid=117&bdata=JnNpdGU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#AN=lincoln.396785&db=cat01180a> [Accessed 31st January 2016].

## Topology of marks

### Wordmarks

A freestanding acronym, company name, or product name that has been designed to convey a brand attribute or positioning

examples: KFC, eBay, Google, Nike, Nokia, NEMA, Pinterest, FedEx



### Letterforms

A unique design using one or more letterforms that act as a mnemonic device for a company name

examples: Unilever, IBM, Olay, Unilever, Sony, Zurich, Flipboard, B. Corporation, HP



### Emblems

A mark in which the company name is inextricably connected to a pictorial element

examples: TNO, OTC, IFFI, ResearchGate, Coca-Cola



### Pictorial marks

An immediately recognizable literal image that has been simplified and stylized

examples: Apple, NBC, CBS, Puma, Lacoste, Greyhound, Twitter



### Abstract/symbolic marks

A symbol that conveys a big idea, and often embodies strategic ambiguity

examples: Chase, Sprint, Nike, VISA, Mercedes



Page 116, 132, 144, 164, 192.

Process of Branding:

Conducting Research

“The first priority is to understand the organisation, its mission, vision, target markets, corporate culture, competitive advantage, strengths and weaknesses, marketing strategies, and challenges for the future.”

Clarifying Strategy

“Analysis, discovery, synthesis, simplicity, and clarity.”

Designing Identity

“Design is an iterative process that seeks to integrate meaning with form.”

Creating Touchpoints

“Design refinement and design development” (e.g. website, business cards, advertising,

Managing Assets

“Building the brand”

Page 49. I found this useful in considering what type of logo the company needs.

The most important and useful section of this process to me was the ‘designing identity section’ which I feel expands a lot on what I already knew and was expecting, and to be considered in branding design. These different elements include: logotype & signature, colour, typography, look and feel, sound, animation, trial applications, presentation. I will refer back to this section as well as other sections in this book often during this project.