ITI8740/ITX8522: Software Development Team Project. 2026

10. Practical Branding

Martin Verrev
martin.verrev@taltech.ee

What is brand and what is branding?

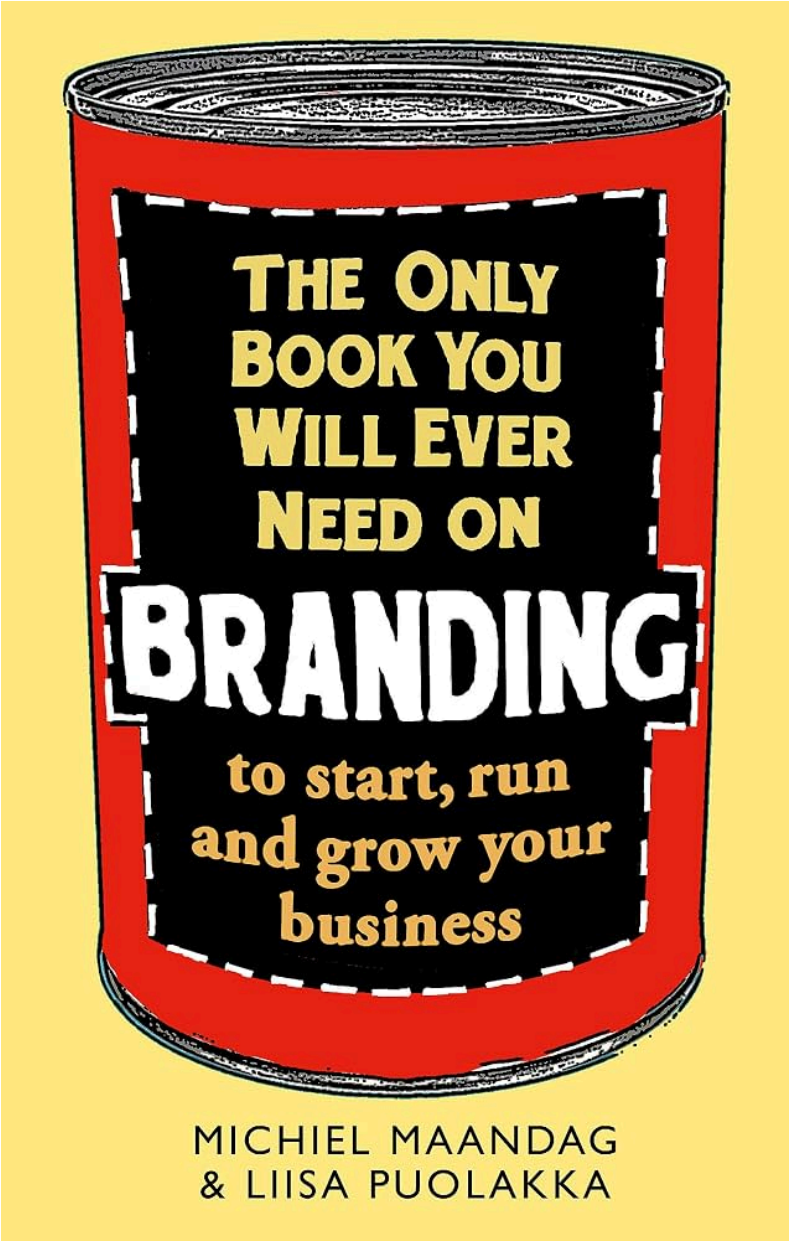
30 Branding Definitions: https://heidicohen.com/30-branding-definitions/


Brand
Design
Business
Corporate
Company
Personality
Commerce
Concept
Advertising
Client
Identity
Label
Branding
Product
Value
Vision
Idea
Project
Success
Trend
Quality
Recognition

The Only Book You Will Ever Need on Branding: to start, run and grow your business

Michiel Maandag

https://www.theonlybrandbook.com/

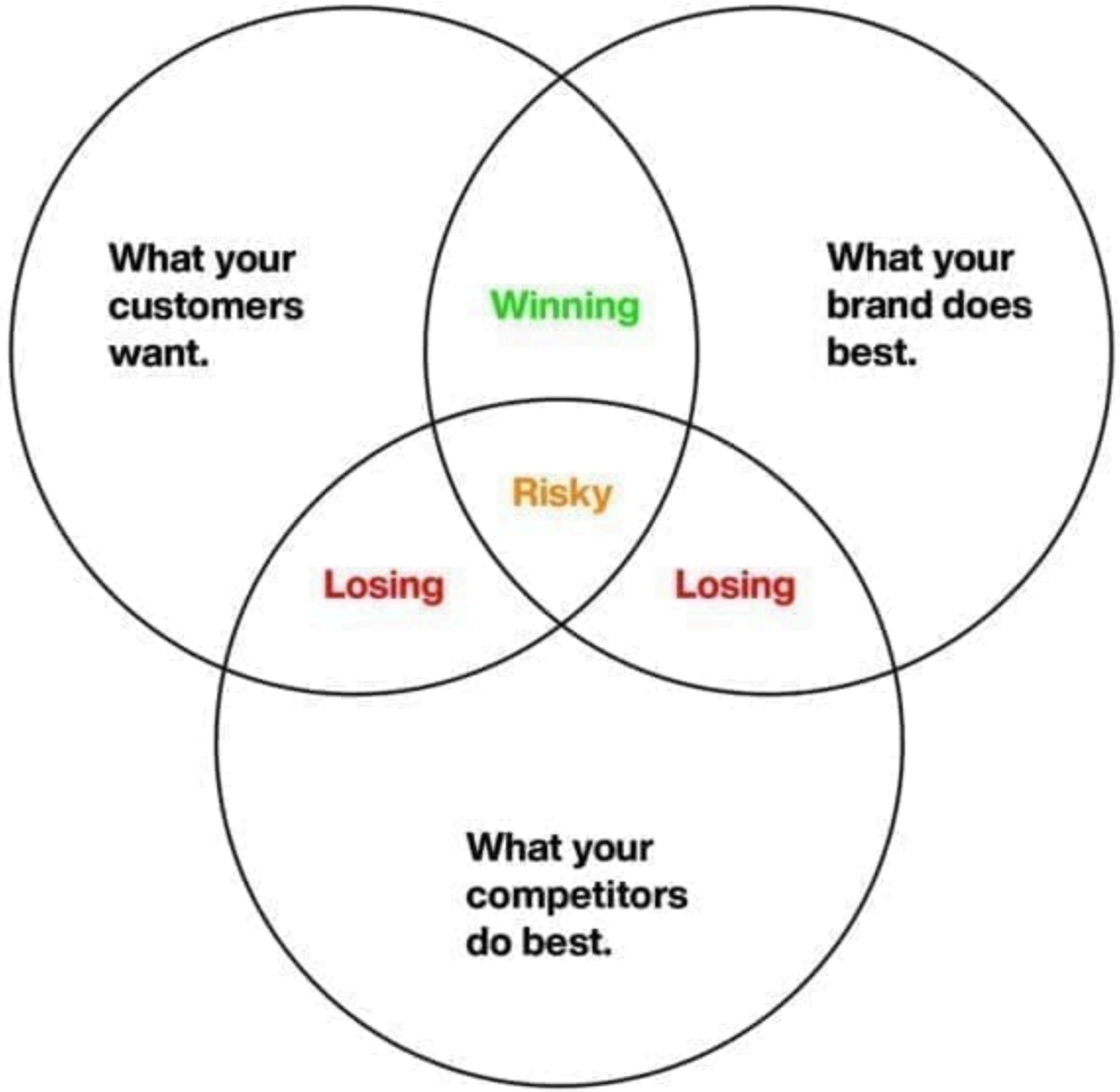


A brand is ...

a label representing an idea or concept that in is attached to a product category that you own in the mind of the consumer.

Positioning defines where what you build stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

A good positioning makes a product unique and makes the users consider using it as a distinct benefit to them. It the product a unique selling proposition. Good positioning makes a brand or product **stand out** from the rest. Good positioning allows a product and its company to ride out bad times more easily. Good positioning allows flexibility to the brand or product in extensions, changes, distribution and advertising.


What your customers want.
Winning
What your brand does best.
Risky
Losing
Losing
What your competitors do best.

Your product is the absolute manifestation of your positioning

Positioning = Product.

Product = Positioning.

(Your brand) is the only

(your product category)

that helps (your target audience)

to (what your brand is used for)

so that (why your target audience

uses your brand)

A brand has one positioning.

A brand has one positioning statement.

See also: https://maven.com/articles/product-positioning-statement-example

You must attach your brand to a product category to give it meaning. Without a clear category it is hard to say what you are.

- Mercedes is a **luxury German car**.
- Heinz is a **ketchup**.
- iPhone is a **smartphone**.
- Thinkpad is a **laptop**.

Focus!

IN THE MIND OF THE CONSUMER,

A BRAND THAT DOES JUST ONE

THING REALLY WELL IS MORE

CREDIBLE THAN A BRAND

THAT DOES EVERYTHING.

Product Category Examples:

In the mind of the mass consumer:

- **Dyson** invented the bagless vacuum cleaner category.
- **Google** invented the search category.
- **Tesla** invented the luxury electric car category.
- **Uber** invented the mobile-app-based taxi service category.
- **Vanessa Mae** invented the violin-techno-acoustic-fusion category.

Brand Positioning

You can decide on the basis of below mentioned parameters how you want to position the brand in the minds of the target audience

How The Brand Makes Me Look

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

What The Product Does For Me

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



How The Brand Makes Me Feel

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

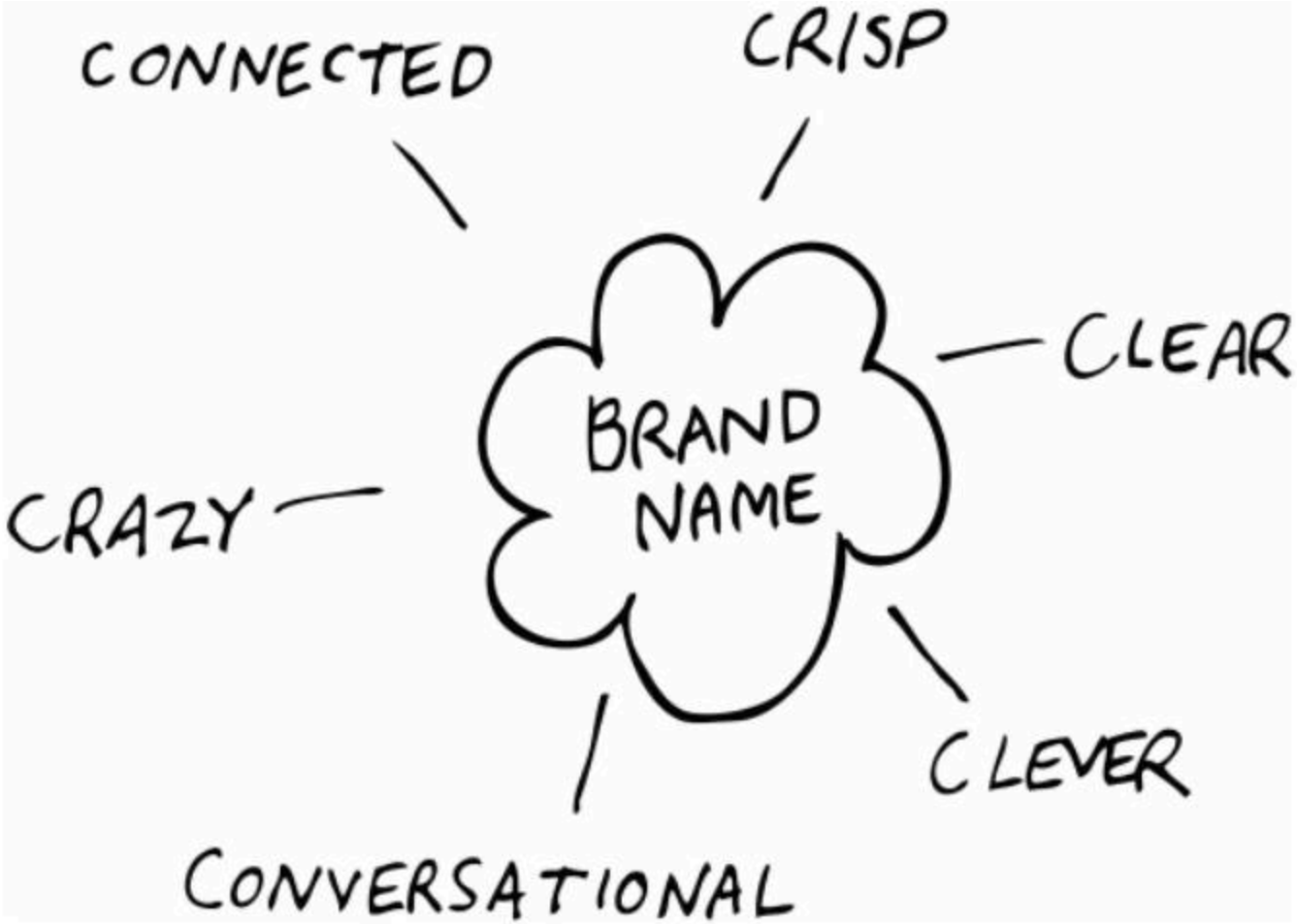
How I Would Describe The Product

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

A Name is Important

- *Jennifer Aniston* or *Jennifer Anastassakis*?
- *Demi Moore* or *Demetria Guynes*?
- *Marilyn Monroe* or *Norma Jeane Baker*?
- *Lady Gaga* or *Stefani Germanotta*?
- *Ralph Lauren* or *Ralph Lifshitz*?

Six-C Framework



Six-C Framework

- **Crisp** - keep it short and sweet. In general short names are easier to remember.
- **Clear** - when people see acronym for the first time, they try to figure out what it means. Do not create acronyms.
- **Clever** - associate the name with product category
- **Conversational** - should be easy to pronounce and talk about.
- **Connected** - brand names connected with multiple words are easier to rememeber when they are connected using alliteration.
- **Crazy** - boring names do not cut it, whereas unexpected names in respective product categories make miracles.

Do: **Match a domain name (.com, .cc, .io etc).**

Do not: **Use descriptive brand name (e.g. *Teams*).**

Logo

Logo can be:

Brand name alone



Brand name and a symbol



People notice first:

a shape Δ

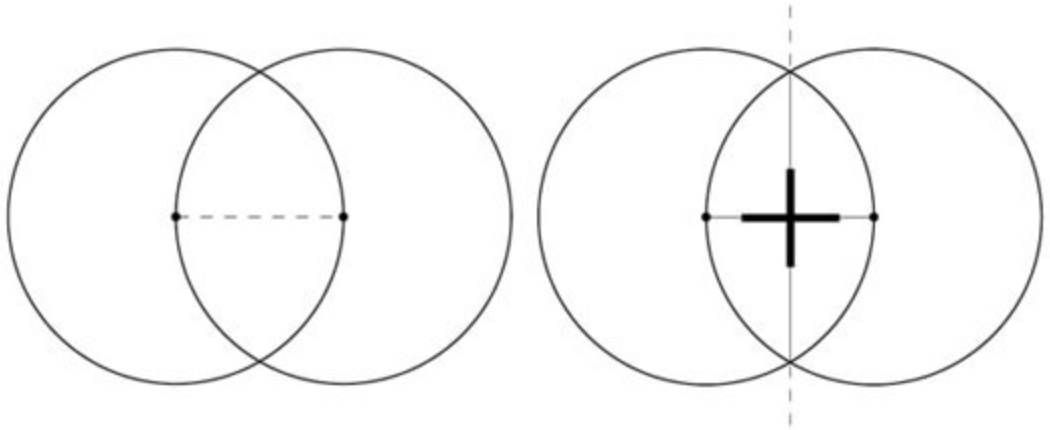
then color

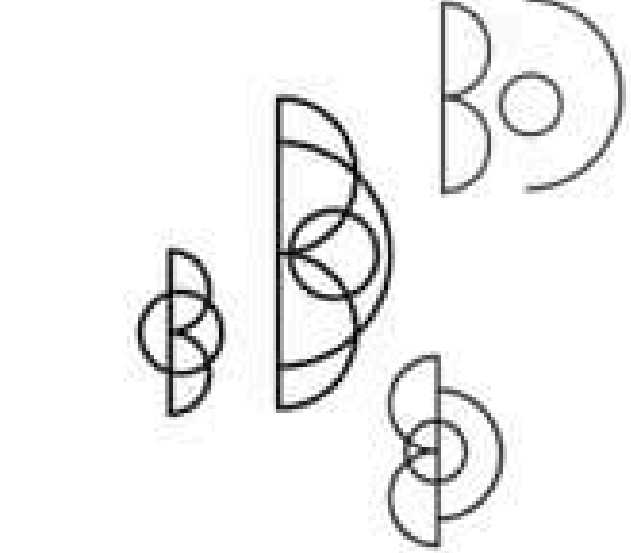
and lastly content - like text

A handful of simple shapes have been used throughout time in the art of all cultures:



A little geometry goes a long way



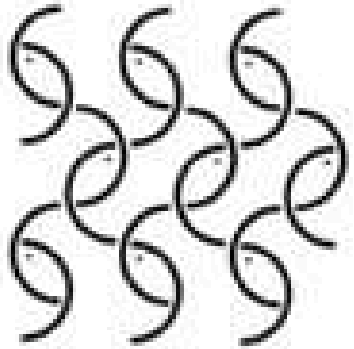


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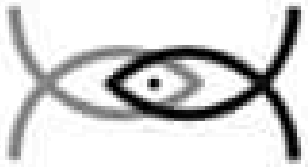


BROMAN ODELL





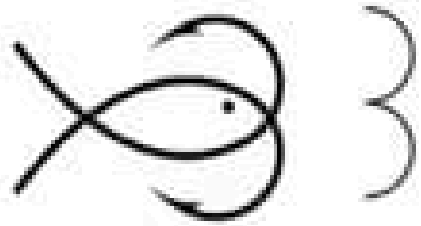


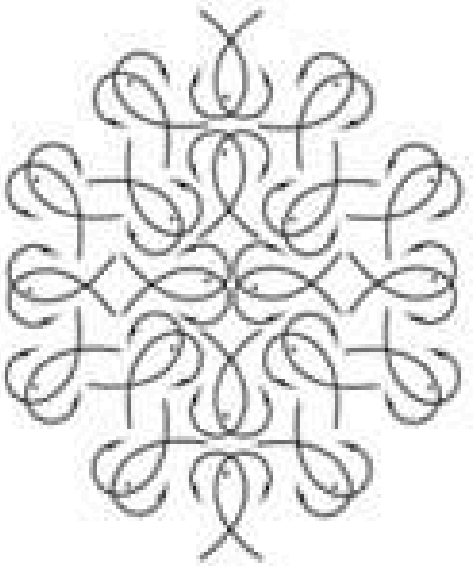






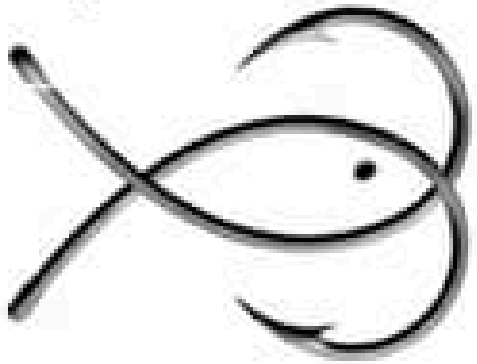
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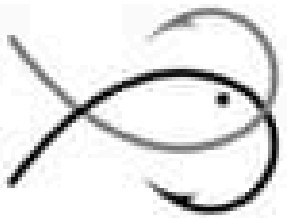




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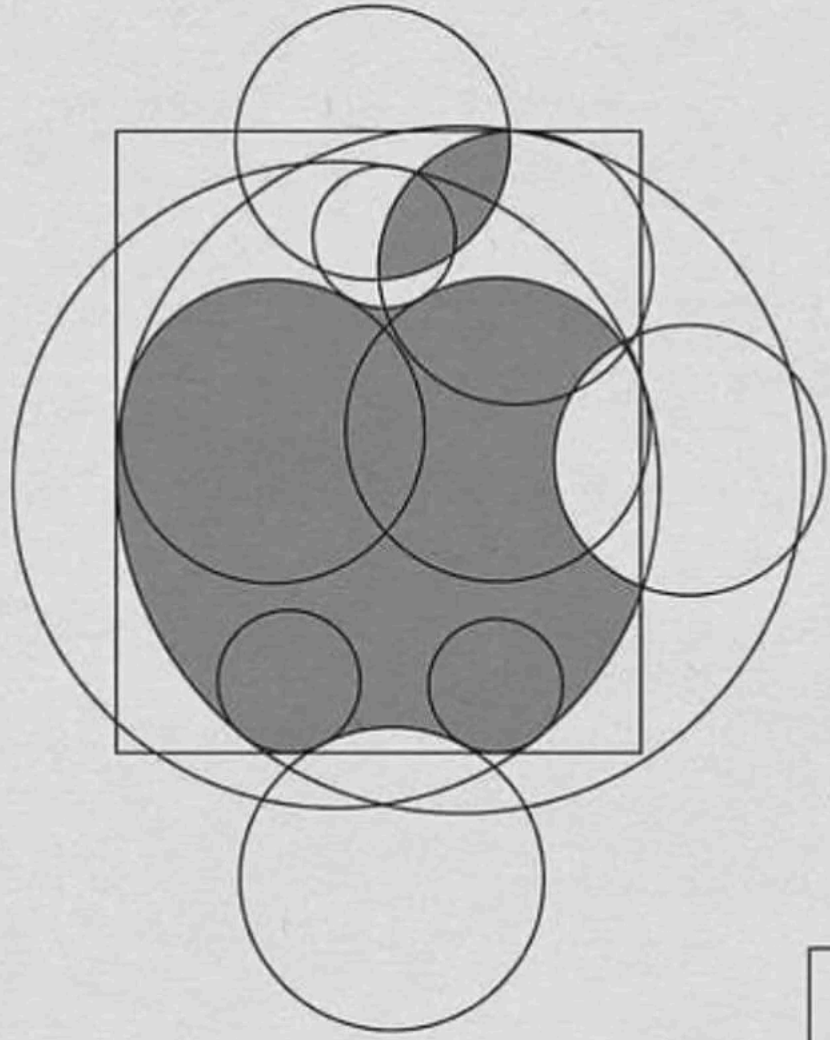








Rob Janoff	Apple Inc	1977



REFERENCE

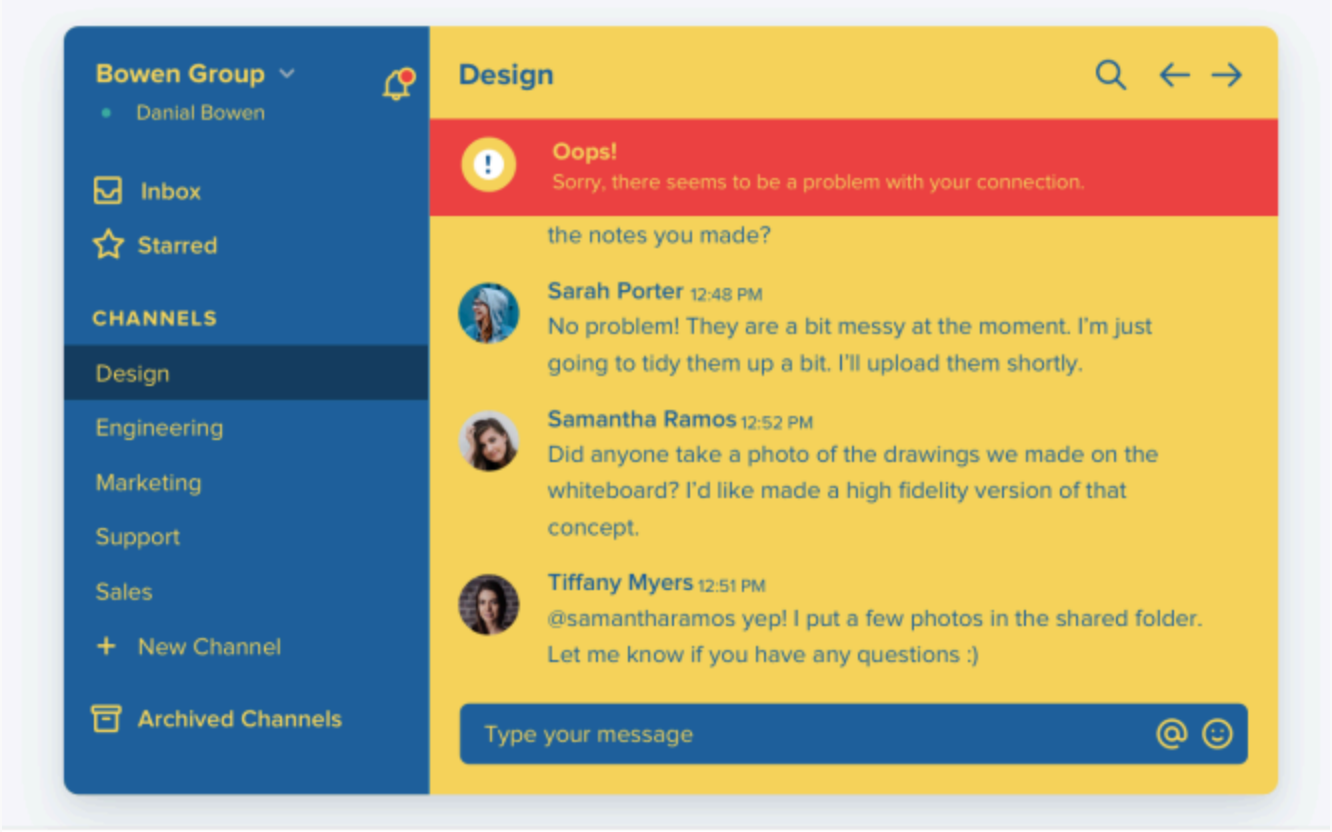
The Apple logo was designed by Rob Janoffin 1977. He designed it with a bite out of the right hand side to clearly depict an apple and not some other fruit forms. The original multi-coloured apple was from a specific colour palette and to indicate apple machines had coloured screens. According to Steve Jobs, the company's name was inspired by his visit to an apple farm while on a fruitarian diet.



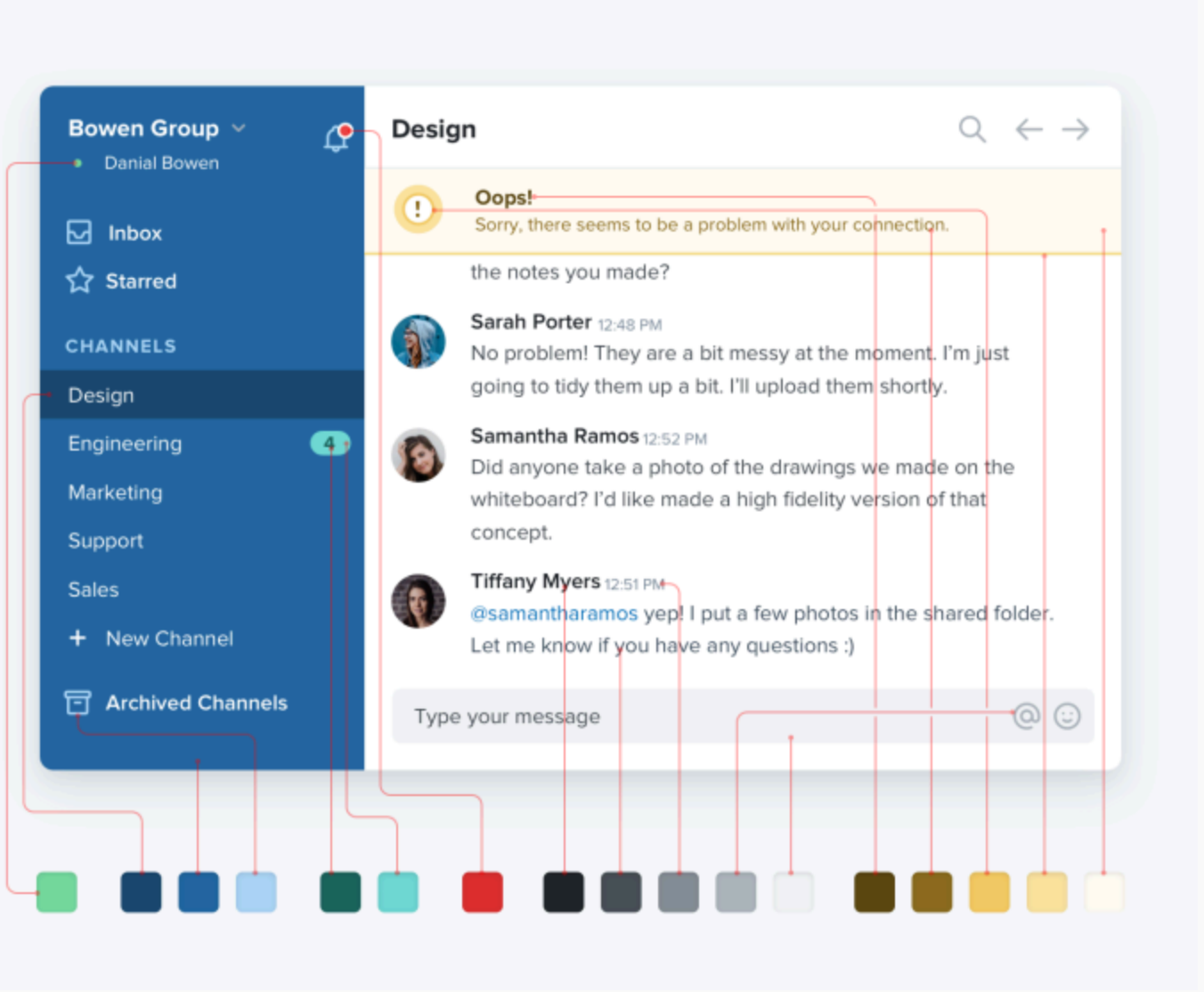
Color

There’s a lot of science out there on the psychology of color, but in practice, you really just need to pay attention to how different colors feel to you.

Choosing primary colors is not enough



You need more colors than you think



Choosing the colors

Preparation: make your layout design grayscale

Before choosing colors for your design, you should make the UI design grayscale so colors won’t distract you. This decision will also swift your focus to the content and visual hierarchy of UI elements so you can tweak it before choosing the colors.

1. Select the base color
2. Create a color palette
3. Apply the palette to design



Principles of Color

1. **Keep it simple** – too many colours makes using them hard. One or two core colours are required for a logo. These colours shouldbecome the visual identifiers across different media.
2. The colours need to **complement each other**, yet have good contrast.
3. **Be distinctive** – check the colours your competition is using.
4. **Test, test and test** – how do the colours look on screen and in print, are there any cultural issues, do they stand out on different backgrounds?
5. Most importantly - your colours need to **express and enhance the meaning of your brand**, have relevance to your audience and last for a long time.

Choosing Primary Color

- **Red:** Coca-Cola or Nintendo – Implies excitement or happiness
- **Orange:** Nickelodeon or Fanta – Implies a friendly, fun time is ahead
- **Yellow:** Nikon or McDonalds – Implies optimism and happiness
- **Green:** Whole Foods or Animal Planet – Implies freshness and nature
- **Blue:** Walmart or American Express – Implies dependability and reassurance
- **Purple** Roku, Twitch – Purple is associated with royalty, fantasy, and flowers
- **Brown:** Nespresso or UPS – Implies a reliable product that can be used by anyone
- **Black:** Chanel or Prada – Implies luxury or elegance
- **White:** Apple or Nike – Implies sleek, user-friendly products


OPTIMISM
CLARITY
WARMTH
FRIENDLY
CHEERFUL
CONFIDENCE
EXCITEMENT
YOUTHFUL
BOLD
CREATIVE
IMAGINITIVE
WISE
TRUST
DEPENDABLE
STRENGTH
PEACEFUL
GROWTH
HEALTH
BALANCE
NEUTRAL
CALM
DIVERSITY

Tools

- **Coolors:** https://coolors.co
- **Colorsafe:** http://colorsafe.co/
- **Adobe Color:** https://color.adobe.com/

...

- **UXPro Collection of Color Tools:** https://uigoodies.com/color

Sans Serif

Aa

Montserrat

Serif



Playfair Display

Typography

- If you want an elegant or classic look, you might want to incorporate a serif typeface in your design
- For a playful look, you could use a rounded sans serif:
- If you're going for a plainer look, or want to rely on other elements to provide the personality, your safest bet is a fairly neutral sans-serif — think something like Helvetica.
- If you really don't trust your own taste, one great option is to rely on the system font stack: `-apple-system, Segoe UI, Roboto, Noto Sans, Ubuntu, Cantarell, Helvetica Neue;`

Text Scales

Choosing font sizes without a system is a bad idea for two reasons:

1. It leads to annoying inconsistencies in your designs.
2. It slows down your workflow.

Hand-crafted scales

For interface design, a good approach is to simply pick values by hand. You don’t have to worry about subpixel rounding errors this way, and you have total control over which sizes exist instead of outsourcing that job to some mathematical formula.

Choosing a Font

- **Ignore typefaces with less than five weights.** While not always true, typefaces that come in a lot of different weights tend to be crafted with more care and attention to detail than typefaces with fewer weights.
- **Optimize for legibility.** When someone designs a font family, they are usually designing it for a specific purpose. Fonts meant for headlines usually have tighter letter-spacing and shorter lowercase letters, while fonts meant for smaller sizes have wider letter-spacing and taller lowercase letters.
- **Choose Popular fonts.** If a font is popular, it's probably a good font. Most font directories will let you sort by popularity, so this can be a great way to limit your choices. Inspect some of your favorite sites and see what typefaces they are using.

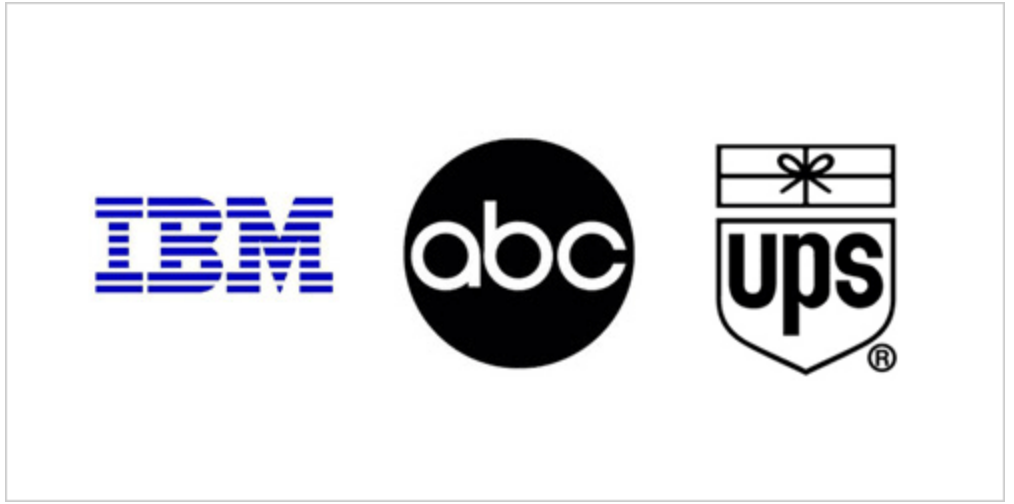
See also

- **Google Fonts:** https://fonts.google.com
- **Fonts In Use:** https://fontsinuse.com/



A good logo

A good logo is distinctive, appropriate, practical, graphic and simple in form, and it conveys the owner's intended message. A **concept or “meaning”** is usually behind an effective logo, and it communicates the intended message. A logo should be able to be printed at any size and, in most cases, be effective without color. A great logo essentially boils down to two things: great concept and great execution.



What makes a good logo

1. **Simplicity** makes a logo design easily recognizable, versatile and memorable. Good logos feature something unexpected or unique, without being "overdrawn."
2. An effective logo design should be **memorable**, which is achieved by keeping it simple yet appropriate.
3. An effective logo should be **timeless**. Will yours stand the test of time? Will it still be effective in 10, 20 or 50 years?
4. **Versatility.** Logos should be designed in vector format, to ensure that they scale to any size, colored and black-and-white
5. How you "position" the logo should be **appropriate for its intended audience**. For example, a child-like font and color scheme would be appropriate for a logo for a children's toy store, not so much for a law firm.

Logo may evolve over time



But is it all good?

Source: https://www.creativebloq.com/news/logos-look-the-same





pepsi



KOREAN AIR

See also: https://ironov.ai/blog/tips/similar/

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Thank you!