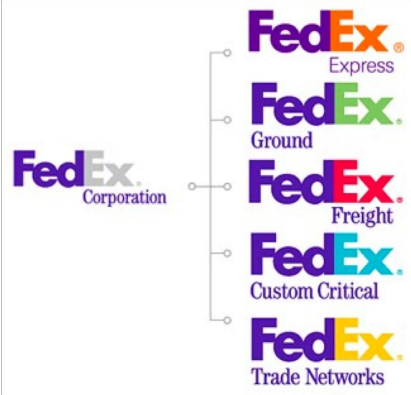
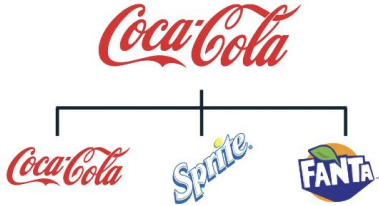



# Logo Design Plan

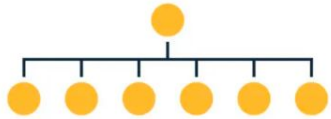
Long-term plan

# 4 Types of Brand Architecture

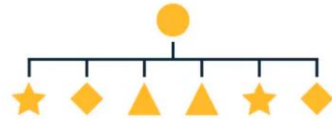
<p>✔ Branded House</p>	<p>Sub-Brands</p>	<p>Endorsed Brand</p>	<p>House of Brands</p>
<p>One brand creates <b>a single powerful image</b>, sometimes <b>with a descriptor</b>. (support the brand master)</p>	<p>Combining the corporate brands - Sub brands <b>help differentiate</b> and boost the brand.</p>	<p>Creating <b>a strong sub-brand</b> by leveraging corporate brand <b>as endorser</b>.</p>	<p>Decentralized companies by targeting <b>diverse market</b>.</p>
	<p>iPhone      MacBook          iPad        MacBook Pro          iMac        MacBook Air</p> <p>🍏 MUSIC          🍏 WATCH          🍏 TV</p>		

# More examples

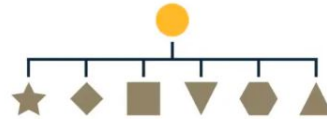
**Branded House**



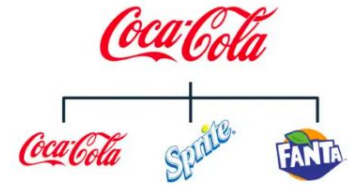
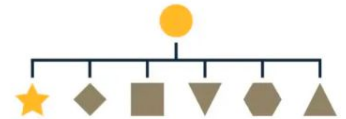
**Sub-brands**



**House of Brands**

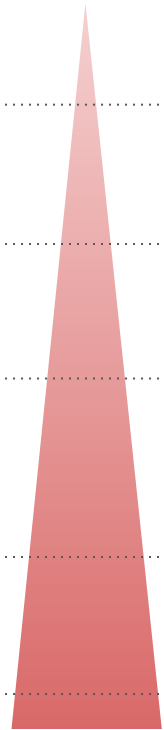


**Endorsed Brands**



# (Long term) logo design plan

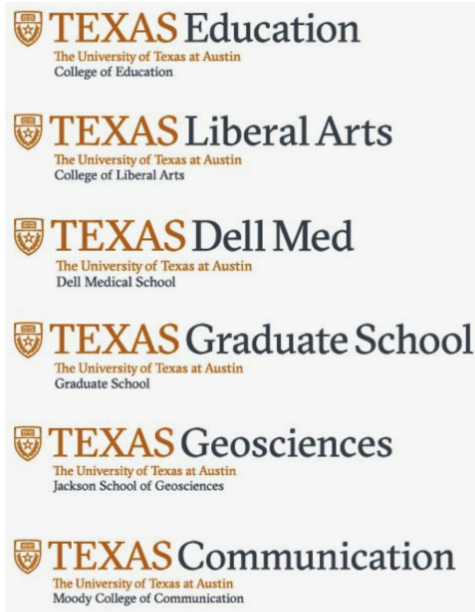
Effort (less)



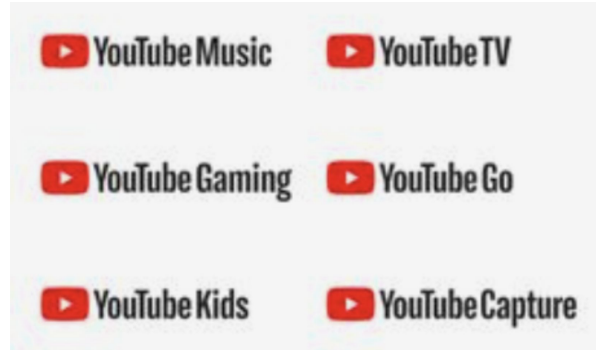
Effort (more)

<p>✔ Create/Use MCF font</p>	<p><b>Do nothing - just change text/color</b> (Finding the font origin, if not, should create the MCF font and use in long-term easily.)</p>	<p>it costs around <b>1000 SGD</b> (reference from <a href="https://www.fiverr.com">fiverr.com</a>)</p>
<p>Different font</p>	<p>Easier/save effort</p>	<ol style="list-style-type: none"> <li>1. Affect to our brand image/credibility</li> <li>2. <b>Legal problem:</b> copyright (we have to refine the font again = effort)</li> </ol>
<p>Different color</p>	<p>Easier/save effort</p>	<ol style="list-style-type: none"> <li>1. Not memorable</li> <li>2. Break the design system rule if we have more features regarding use various colors).</li> </ol>
<p>✔ Create Brand book (brand corporate identity)</p>	<p>Solid design standard, <b>high credibility</b> Here's <a href="#">the example of brand book</a></p>	<ol style="list-style-type: none"> <li>1. <b>very expensive (4,000 - 5,000 SGD)</b></li> <li>2. we will get everything. But we rarely use in some usages.</li> </ol>
<p>Different Element</p>	<p>The features will be remembered/recognized easily.</p>	<p>Teams might take time to think about the new element when the new features come.</p>
<p>✘ Create new logo uniquely</p>	<p>uniqueness</p>	<p>unnecessary/shouldn't - we are not "Endorsed brand" or "House of brand"</p>

# Same font



*The University of Texas*



*Youtube*



*Adobe Creative Suite*



# Different font/color



*The University of Texas*

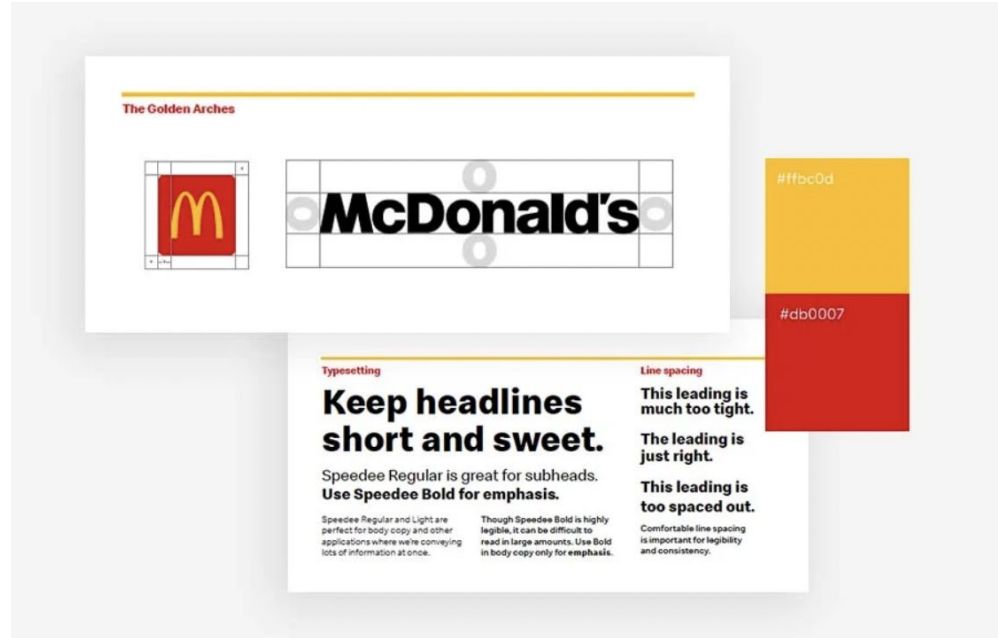


*BBC*



*Tesco*

# Brand book



Read more: <https://www.wix.com/blog/2022/02/brand-identity-examples/#viewer-6ako4>

## Different elements



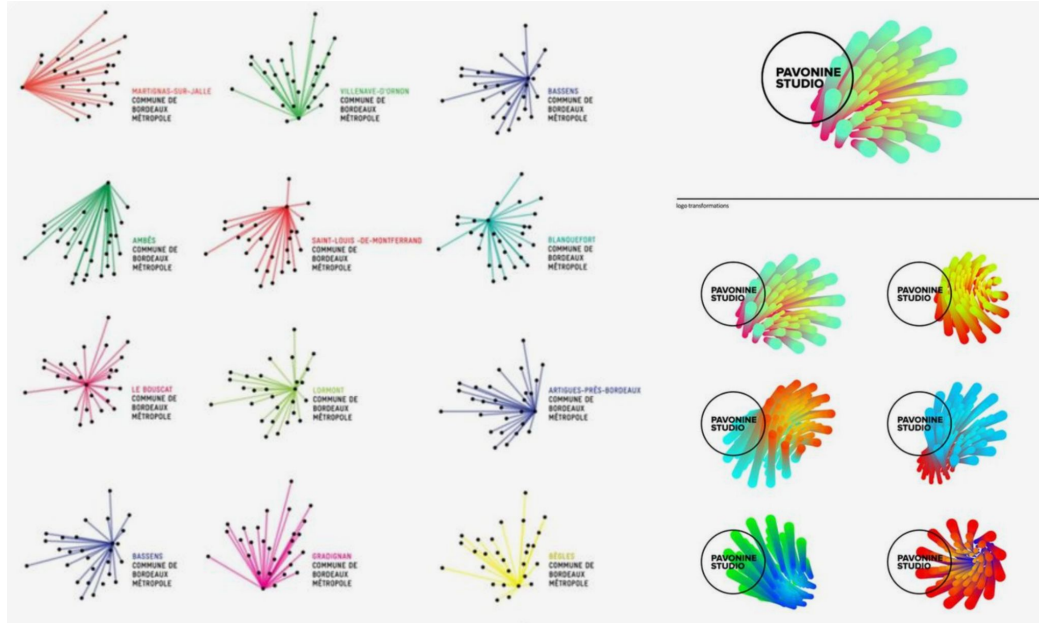
*Youtube*



*[draft] from previous session*



# Case Studies: Extra



*Create a customised design system for preparing any adjustment on the new sub-brand.*



# Help

- Be clear on the name\*: **“MyCareerFuture Finder”** vs. **“CareerFinder”**





# Next Action

# References

Figma:

<https://www.figma.com/file/bm8vwRQn0njU5u1DLJ7aIV/CareersFinder-Prototype-for-Unna?node-id=1179%3A28703&t=NrY5NvmAKWRVP6qh-1>