

## Study Guide Transcript

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Spring 2025

*This study guide transcript has been provided to support learners in following the **Branding Design** course.*

*While the guide serves as a useful resource, learners are encouraged to watch the full video sessions on the **Way2Learn channel** or via the **Video-on-Demand** service to gain a complete understanding before completing the accompanying workbook.*

*For your convenience, episode times are listed on **page 4 of the answer book**.*



## 2. Versatility Across Platforms

A logo must perform consistently across many environments—mobile devices, websites, print materials, and video formats. Modern brands need adaptable logos that can shift across light and dark backgrounds, animations, and various screen sizes without losing impact. Versatile design ensures a brand's presence remains strong everywhere it appears.

## 3. Memorability Builds Recognition

With thousands of brand impressions hitting people daily, a logo must stand out and stick in memory. Psychologically, people recall shapes and colours before text or fine details. Testing a logo in its simplest form helps determine whether it's truly memorable. If someone can recognise or sketch it after seeing it for five seconds, it passes the memorability test.

## 4. Scalability for Growth

Logos must look great on both large and tiny scales—from billboards to app icons. Brands such as Instagram and Airbnb use multiple logo variations that retain identity across contexts. Scalable logos are designed to grow with the business, remaining effective and recognisable everywhere.

## Understanding Your Brand and Audience

Before design begins, it's essential to understand your brand's purpose and your target audience. Ask: What values define your business? What emotions should the logo evoke? A luxury brand may prefer classic serif lettering, while a tech startup might opt for bold geometric shapes.

Defining your audience ensures your design resonates with the right people. Shape psychology also plays a role—circles convey friendliness, squares suggest stability, and triangles imply innovation and motion.

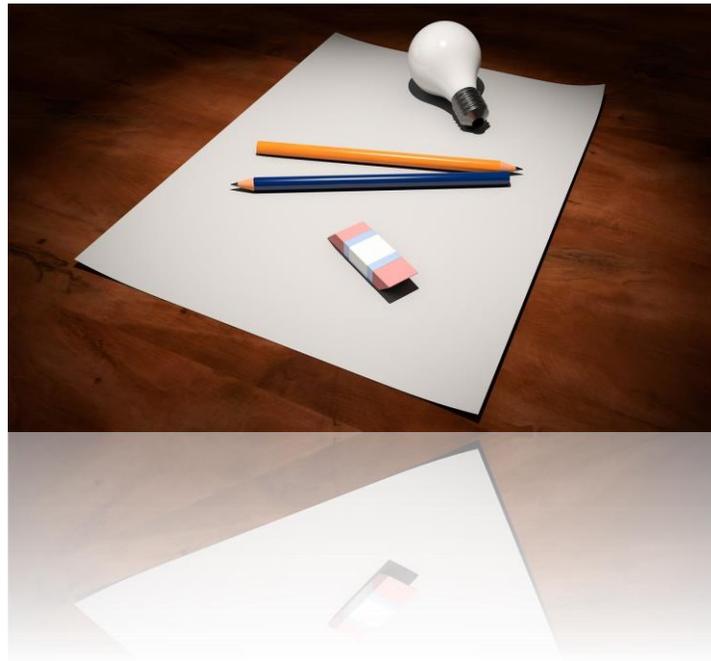
## Testing and Refinement

Effective logos go through multiple tests: the blur test (does it stay recognisable when seen quickly?), the scalability test (does it work at any size?), and the five-second recall test (is it memorable?). A successful logo communicates clearly, remains flexible, and reflects its brand's story.

## Summary

A logo is more than a symbol—it's your business's promise and personality. By applying the four golden rules, understanding brand identity, and designing with versatility in mind, you can create a mark that stands the test of time and helps your venture stand out from day one.

## Episode 2: Practical Logo Design Techniques



### Introduction

In this episode, we'll explore practical steps and drawing techniques to bring your logo concepts to life. From sketching icons to developing typography, you'll learn how to experiment with different methods to achieve unique and effective designs.

### Responding to a Design Brief

The sample brief focuses on creating a logo for 'Katie's Cupcakes', a new bakery brand that should appear handmade and contemporary. Preferred colours include purple, blue, white, pink, and orange, and the design must include a cupcake icon aimed at a youthful audience.

### Sketching Icon Concepts

Different sketching techniques can produce a range of styles—from quirky hand-drawn icons to slick, minimal shapes. Continuous line drawing captures motion, while varying line weights add depth and energy. Each technique communicates a different personality for the brand.

### Developing **Typography**

Text style plays a vital role in logo identity. Options include flowing handwritten scripts, bold retro lettering, and quirky tall typefaces. Experimenting with pencil pressure and stroke direction (thick downstrokes, thin upstrokes) helps create professional-looking hand-rendered text.

### Thumbnail Sketches and Layouts

Thumbnail sketches are quick drawings that help visualise composition, scale, and colour combinations. They're a fast and effective way to explore variations before finalising a concept. Designers use them to test balance between icon and text, experiment with hierarchy, and determine which layout feels most cohesive.

### Additional Techniques

Enhancing sketches with gradients, outlines, and simple 3D effects can add polish. Accurate replication of existing typefaces can be achieved through careful measurement of letter height and spacing.

### Sample Design Briefs

To develop skills further, learners can experiment with the following practice briefs:

- Café 3-D – A futuristic café brand requiring a 3D-inspired logo using red and blue tones.
- The Fitness Factory – A new gym combining industrial and sporty aesthetics, using grey and green.

These exercises encourage exploration of different materials and creative approaches.

### Summary

Effective logo design combines conceptual thinking with practical craftsmanship. By experimenting with styles, materials, and techniques, designers can produce distinctive visuals that capture a brand's essence and appeal to its audience.