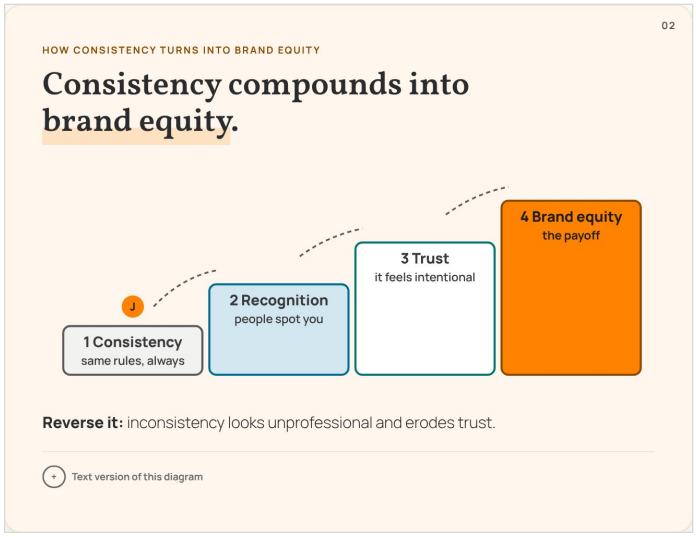
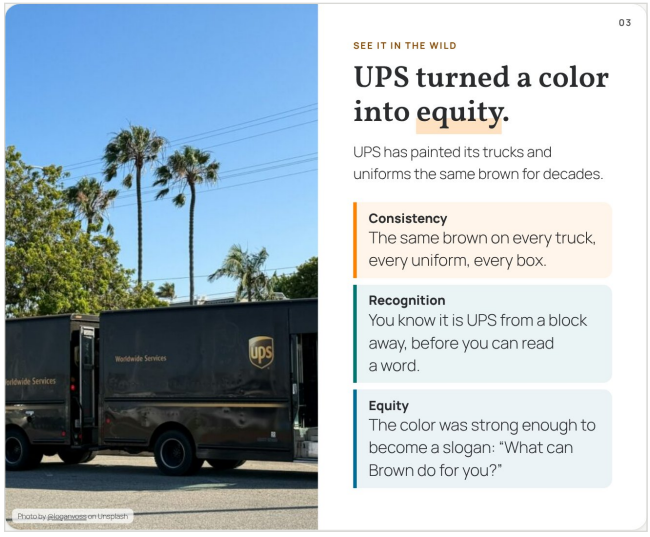


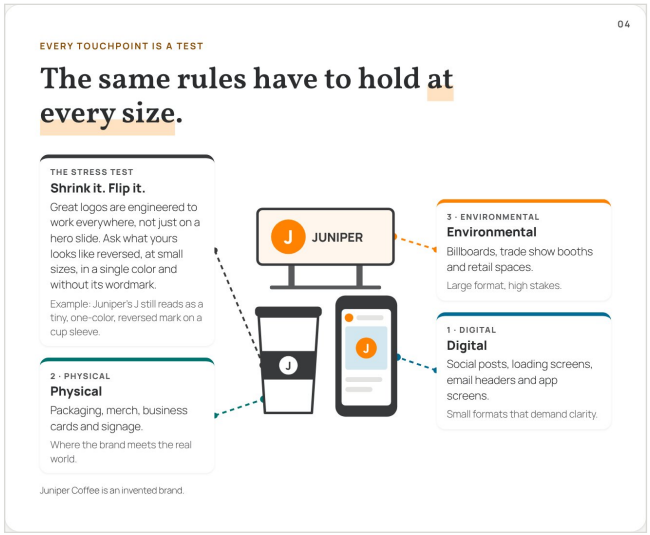
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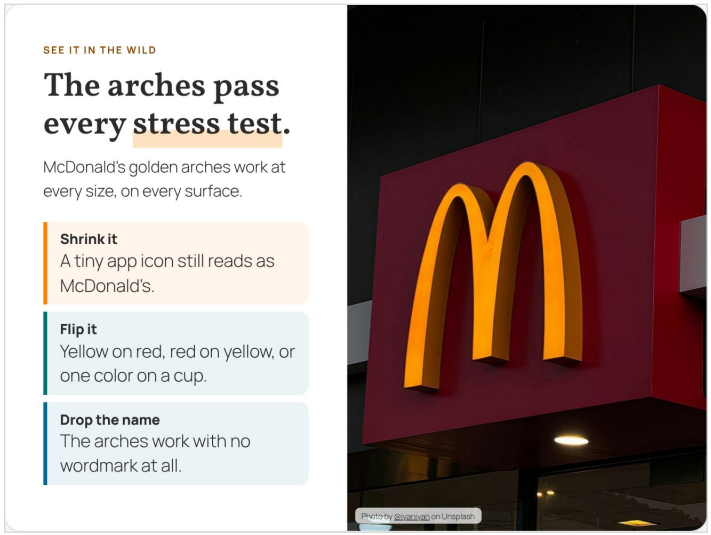
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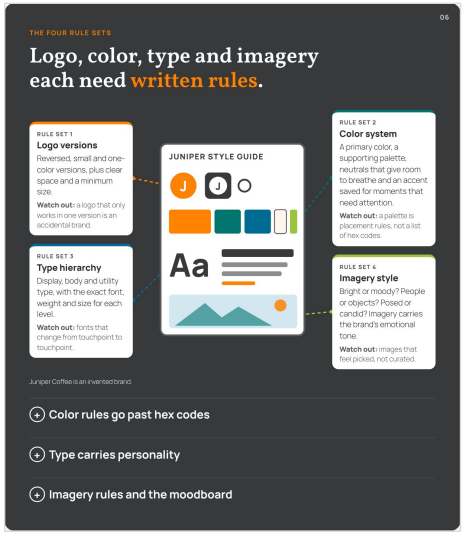
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Slide 4



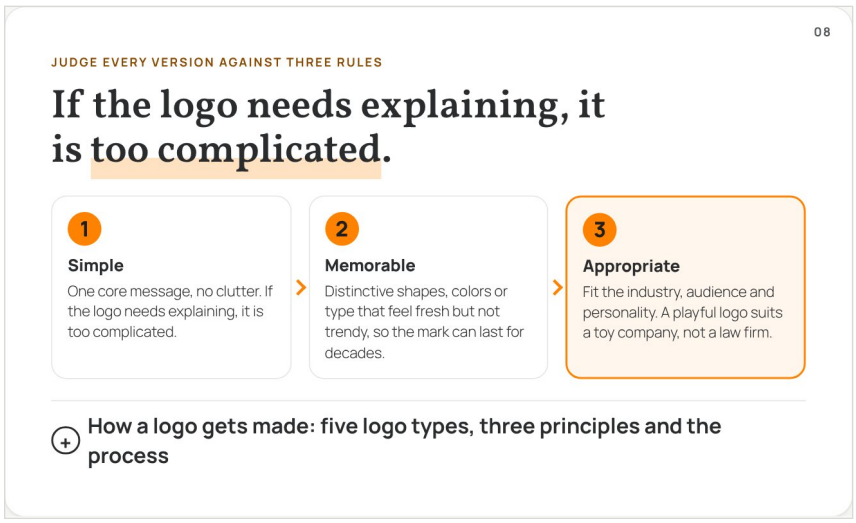
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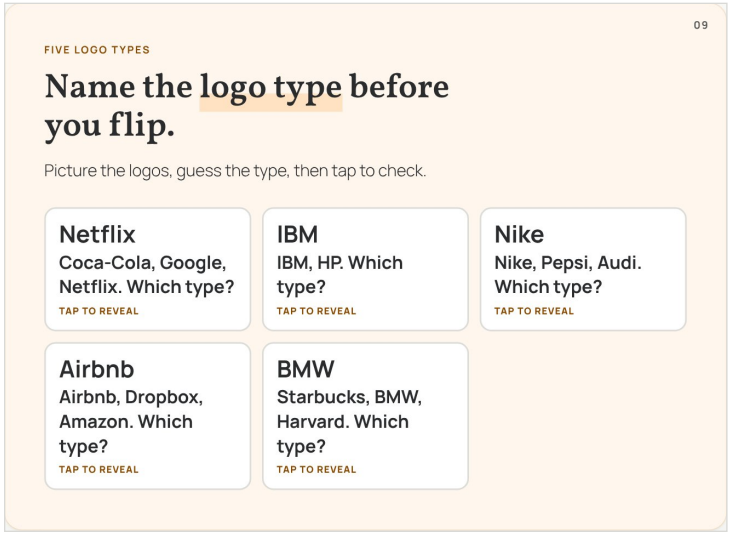
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Slide 7



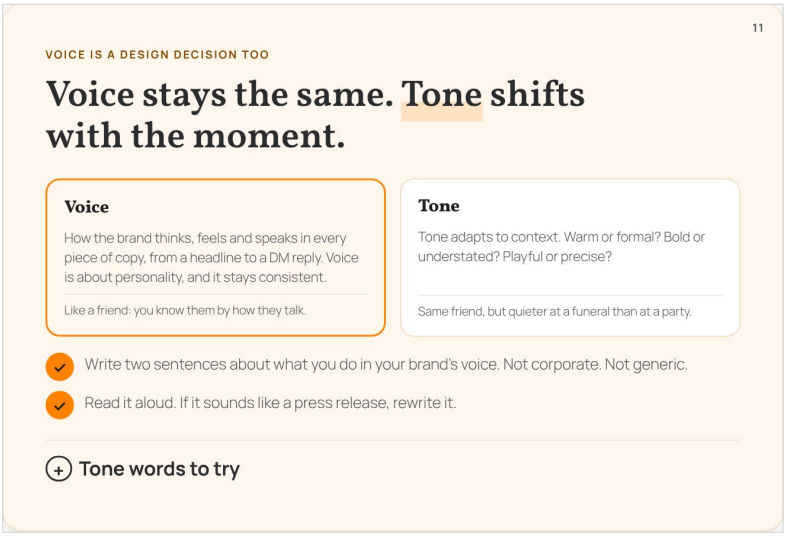
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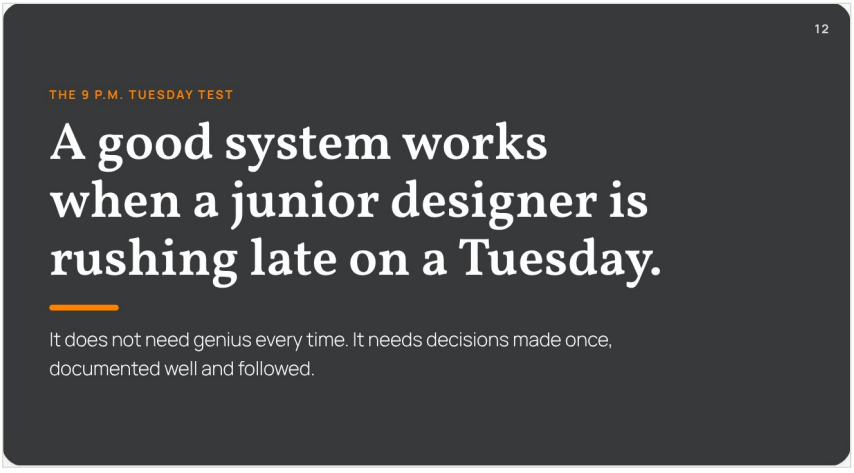
Slide 9



Slide 10



Slide 11



Slide 12

13

PERSONALITY WORDS ARE DESIGN INSTRUCTIONS

Your system is always saying something.

The personality comes first and the system follows. Make sure it says what you mean.

Just preference

A visual choice without a reason is just preference. A reason without a choice is just theory.

"I picked green because I like green."

VS

A defended choice

One decision, one reason, in one sentence: "We chose navy because our brand is professional and trustworthy, and our competitors all use bright colors."

⊕ **Defend every choice**

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14

QUICK CHECK

Spot the broken rule.

Each one breaks part of the Juniper Coffee system. Name the rule, then open the answers.

1. The J logo turns into an orange smudge on the app's loading screen.
2. Instagram posts use a new headline font every week.
3. A new hire fills every post background with the lime accent color.
4. The designer explains the green cups with "because I like green."
5. The menu board copy reads like a press release.

⊕ **Check your answers**

Juniper Coffee is an invented brand.

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15

REAL BRANDS IN ACTION

See it in real brands.

Each case study shows these ideas at work. Open one to read the full story.



Glenfiddich: Building a Mood Board From a Real Brand Story

A strong mood board does not collect pretty images. It translates true facts about a brand, like copper stills, family ownership and a founding year, into a color, texture and story system every touchpoint can share.

The lesson: Decide on color, texture and story together so every touchpoint feels like the same brand.

Image courtesy of Glenfiddich

Read the case study →



Starface: turning a pimple patch into something to show off

Starface used a bright yellow star, a cartoon mascot and unfiltered skin to make a product people used to hide into one they post, and that visual system changed how the whole category feels.

The lesson: A visual system can flip how a whole category feels.

Image courtesy of Starface

Read the case study →



Consistency you can feel: how Coca-Cola built a look people know by touch

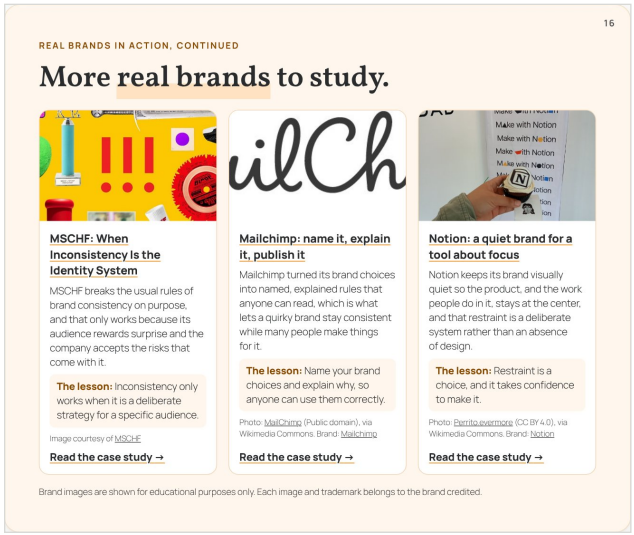
Coca-Cola has protected the same few visual assets for more than a century, and that discipline is why people can recognize the brand before they read a word.

The lesson: A consistent aesthetic makes a brand recognizable before anyone reads a word.

Image courtesy of Coca-Cola

Read the case study →

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16
REAL BRANDS IN ACTION, CONTINUED
More real brands to study.
MSCHF: When Inconsistency Is the Identity System
MSCHF breaks the usual rules of brand consistency on purpose, and that only works because its audience rewards surprise and the company accepts the risks that come with it.
The lesson: Inconsistency only works when it is a deliberate strategy for a specific audience.
Image courtesy of MSCHF
Read the case study →
Mailchimp: name it, explain it, publish it
Mailchimp turned its brand choices into named, explained rules that anyone can read, which is what lets a quirky brand stay consistent while many people make things for it.
The lesson: Name your brand choices and explain why, so anyone can use them correctly.
Photo: MailChimp (Public domain), via Wikimedia Commons. Brand: Mailchimp
Read the case study →
Notion: a quiet brand for a tool about focus
Notion keeps its brand visually quiet so the product, and the work people do in it, stays at the center, and that restraint is a deliberate system rather than an absence of design.
The lesson: Restraint is a choice, and it takes confidence to make it.
Photo: Pierrito.evermore (CC BY 4.0), via Wikimedia Commons. Brand: Notion
Read the case study →
Brand images are shown for educational purposes only. Each image and trademark belongs to the brand credited.

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