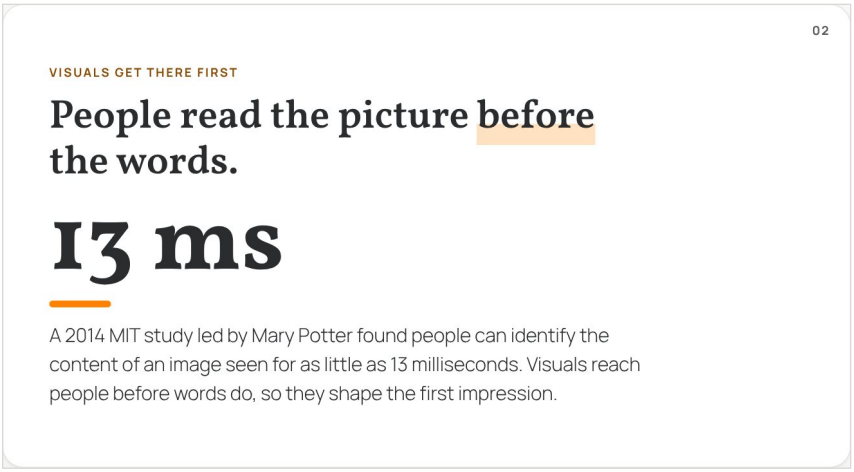
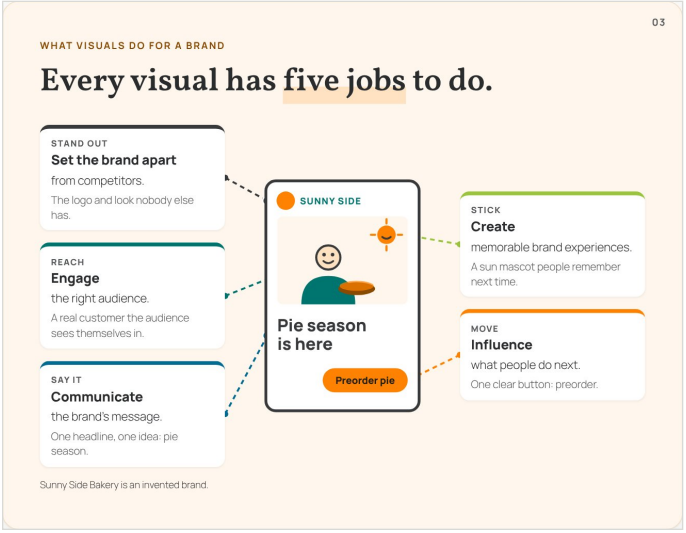


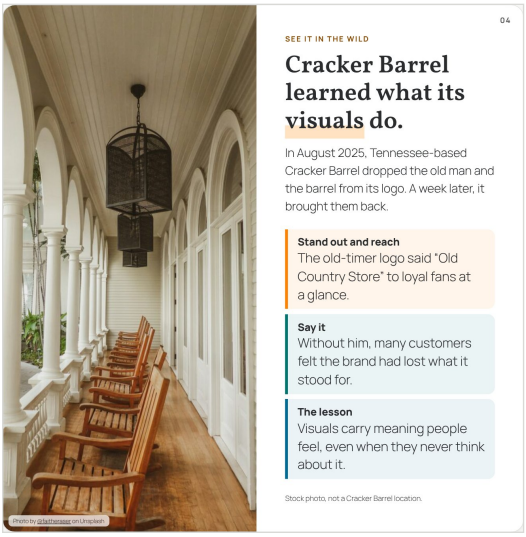

Slide 1



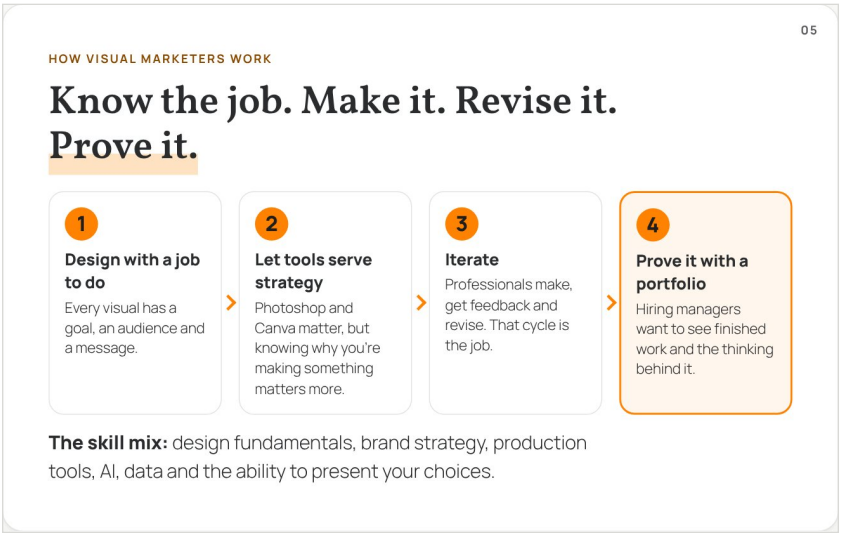

Slide 2




Slide 3




Slide 4




Slide 5




Slide 6

07

CONSISTENCY CREATES RECOGNITION

## Same visual language, every time. That's recognition.

People recognize a brand after seeing it again and again in the same visual language.

- When every touchpoint looks like one brand, each builds on the last.
- When they look different, each one starts from zero.

**The parts of a visual brand identity: six pieces of a brand system, beyond the logo**



Image courtesy of Coca-Cola

Slide 7

08

THE PSYCHOLOGY BEHIND VISUALS

## Five principles guide the eye before people think.

Five principles that guide the viewer, plus a decoding practice.

- **Pattern recognition:** People notice and respond to familiar patterns, which is why consistent brand cues work.
- **Color psychology:** Colors carry emotional and cultural associations that shape how a message feels.
- **Visual hierarchy:** Eyes follow a predictable path based on size, contrast and placement.
- **Gestalt principles:** People see complete shapes and groups even when parts are missing.
- **Emotion and memory:** Images tend to trigger feelings and stick in memory more easily than text, which can speed up decisions.

**Practice: visual decoding**

Slide 8

09

CHANNELS: ONE BRAND, MANY FORMATS

## Social, web, print and emerging media. Still one brand.

Visual work has to flex across channels while still looking like one brand.

CHANNEL
**Social**
Platform formats like Reels, Pins and TikTok videos.
Same colors whether it is a Reel or a Pin.

CHANNEL
**Print and physical**
Packaging, displays, signage.
The bag looks like the feed.




CHANNEL
**Web and digital**
Site design, banners, digital ads.
The banner matches the store sign.

CHANNEL
**Emerging media**
AR filters and interactive experiences.
Even a filter should feel like the brand.

Slide 9

SEE IT IN THE WILD

## Chick-fil-A's cows go everywhere.

Since 1995, Chick-fil-A's misspelled "Eat Mor Chikin" cows have shown up in every channel.

**Print and outdoor**
Billboards with the cows painting signs.

**Social and web**
The same cows and handwritten style online.

**In person**
Costumed cows at restaurants and events, plus calendars and merch.




Slide 10

11

DESIGNING FOR HUMANS, WITH AI AS A HELPER

## What AI speeds up. What people still own.

**What AI can speed up**

- **Ideation:** concept directions, trend scans
- **Creation:** drafts, variations, background removal
- **Testing:** spotting patterns in performance data

**What human judgment still owns**

- Emotional resonance
- Cultural sensitivity
- Brand authenticity

**Your job:** direct, curate and improve what AI produces.

⊕ **Where AI fits in visual work**

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12

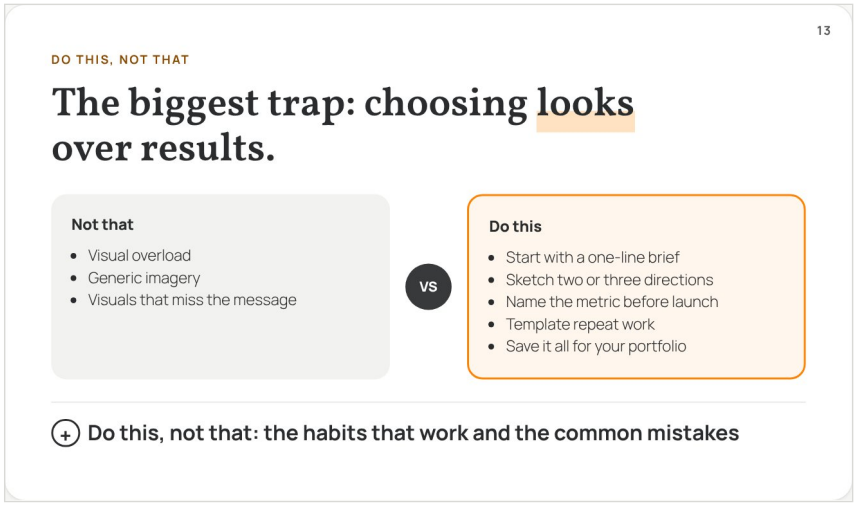
ETHICS CHECK BEFORE YOU PUBLISH

## Visuals carry power, so they carry responsibility.

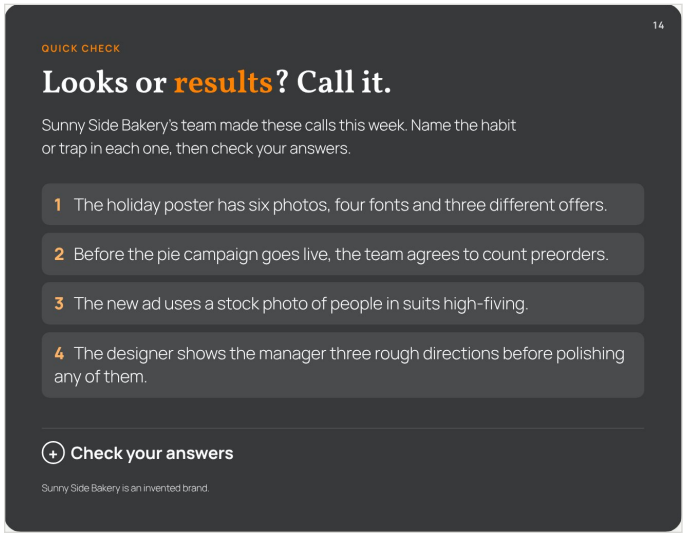
Run every campaign through these questions before it goes live.

1. Does it repeat a harmful stereotype?
2. Is the image edited in a way that sets unrealistic expectations?
3. Does it borrow cultural elements without understanding or respect?
4. Is diversity shown authentically, not as decoration?
5. How might it read in a different cultural context?

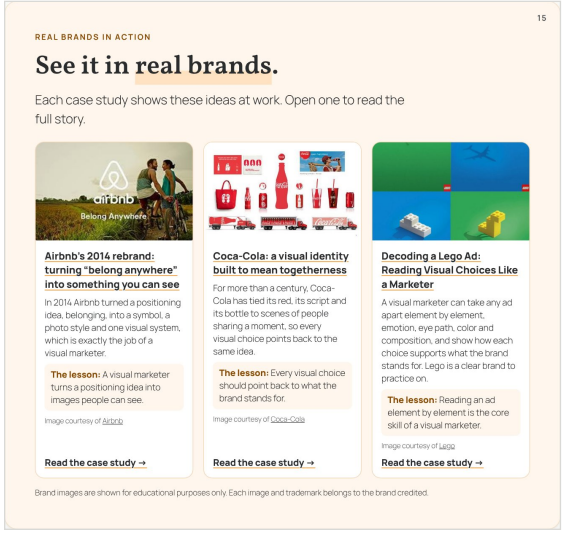
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Slide 14




Slide 15