

# Creating Touchpoints

This phase is about **design refinement and design development**. Now that major decisions have been made, most companies want to hit the ground running. The challenge to the identity firm is to keep the momentum going while ensuring that critical details are finalized.

The highest priority now is to refine and finalized the elements of the identity. This work requires an obsessive attention to detail; the files created are permanent. Final testing of the **signature in a variety of sizes and media is critical**. Decisions about **typeface families, color palettes, and secondary visual elements** is finalized during this phase.

**If something does not work, deal with it immediately**. Go back to the beginning if necessary to examine the core concept. The signature might need to be reworked.

While the design team is fine-tuning, the company is organizing the **final list of applications** that need to be designed and produced. Core applications are prioritized, and content is either provided

# Application Design

## Essentials:

- Convey brand personality.
- Align with positioning strategy.
- Create a point of view and a look and feel.
- Make the design system work across all media.
- Demonstrate understanding of the target customer.
- Pay attention to the details.
- Differentiate. Differentiate. Differentiate.

## Basics

- Design is an iterative process between the big picture and minutiae.
- Design real applications and the identity system simultaneously.
- Ensure that all assumptions are achievable.
- Be open to additional discovery as it gets more real.

# Application Design

## Imperatives

- Seize every opportunity to communicate the big idea.
- Create a unified visual language.
- Start thinking about launch strategy.
- Create balance between consistency and flexibility.
- Produce real applications before finalizing standards.
- Work on the highest-visibility applications first.
- Know when to identify outside experts for collaboration.
- Keep track of numerous applications.
- Never show any application without showing alignment with brand strategy.
- Be obsessive about quality.
- Gather notes during this phase for standards and guidelines.

# Applications

Websites

Favicons

Collateral

Product Design

Packaging

Advertising

Environments

Vehicles

Uniforms

Ephemera

Other ideas:

mobile app

social media

video/motion

kiosk

direct mail

promo kit

brochure

billboards

guerilla marketing

menu

catalog

style guide

# Websites

Living, breathing brand tool that needs to be cared for over time. - Gavin Cooper, work-in-progress.org

Websites lead the top of the brand necessity list - no longer enslaved to the desktop, they migrate to wherever the consumer is, on her iPad or her smartphone, to the mall, on a hike, or under her pillow. Websites have made every business a global business accessible by almost anyone anywhere.

Engaging content and inviting interfaces have the potential to bring a brand to life. Websites just may be the next best thing to reality, and in some cases they are more efficient, more user friendly, and faster. Think retail.

The best websites know who their visitors are, and give them a reason to come back again and again. Videos have started to populate most websites with storytelling and testimonials.

A number of specialists work collaboratively to build a site including graphic and user experience designers, info architects, developers, content authors, project manager and usability engineers. Search engine experts have become a critical part of the team in order to get high rankings in search engines.



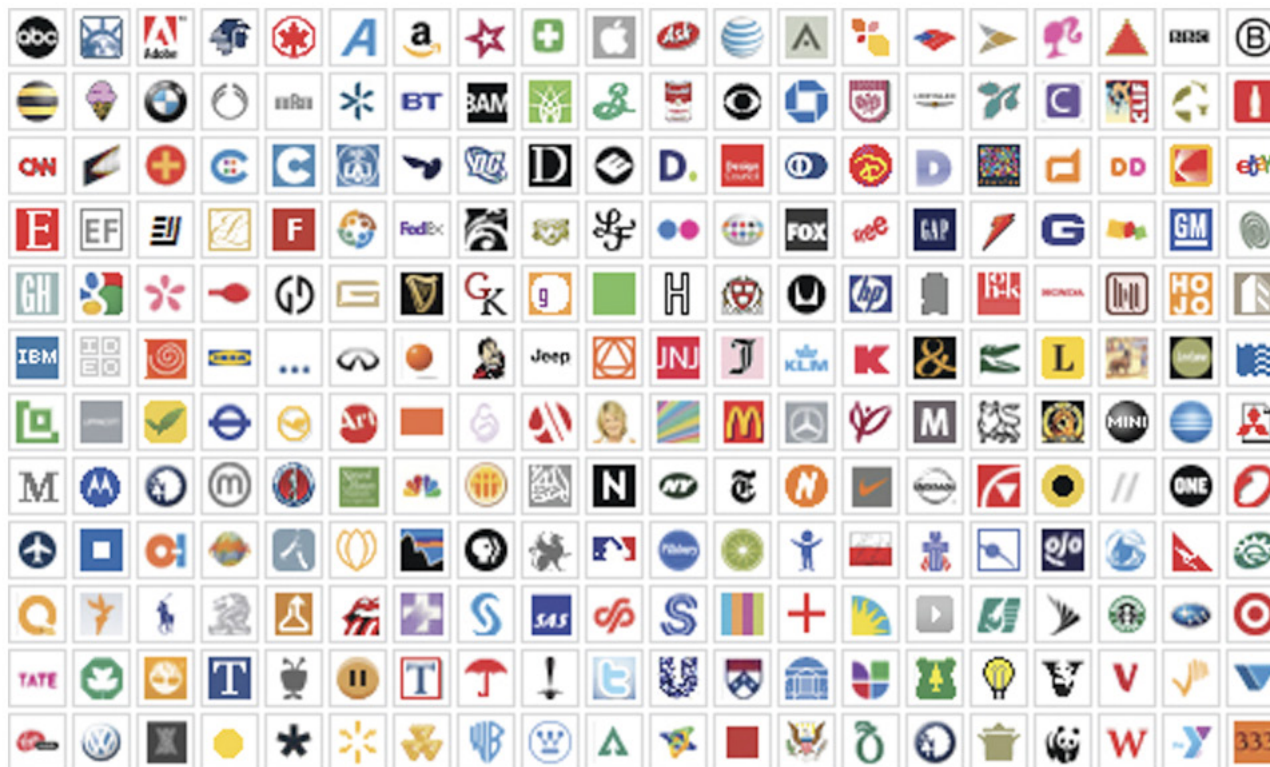
Wolff Olins: Winfield & Co.

A responsive design solution is a singular system with a singular content management system that responds to varying screen sizes because of its flexible grid. Instead of designing multiple variations of applications or websites to work on specific device formats, one website is developed to adapt to all devices.

# Favicons

Favicons are miniaturized storefront signs that give brands an opportunity to attract attention and stand out from the crowd. They are the 16x16 pixel icons located in a web browser's address bar. If companies don't have a favicon, the browser's generic default icon will be next to the URL. Favicons are also visible next to the web page's name in a web user's list of bookmarks.

Favicons need to work within the extreme size constraints of the web address bar. One would think that telegraphing a unique identity in such a small, low-res space would be impossible. It's not. The simplest, boldest forms are immediately recognizable.



# Collateral

You are waiting for your café latte and see a set of brochures in a stylish rack. You go to the doctor, and each aspect of your health care has its own publication. You're in charge of making a buying decision at your office and your sales representative has a collection of information outlining his company's history, case studies, and advantages for selecting his product over a competitor.

The best collateral communicates the right information at the right time with a customer: discussing roasting techniques while you're drinking that café latte; outlining surgery preparation before the big day; or making you feel more confident about the big purchase.



**An optimistic, informative, and unimposing selling system for Putnam Investments demystified the investment process for consumers while building trust in financial advisers.**

Ken Carbone  
Cofounder and  
Chief Creative Director  
Carbone Smolan Agency



# Product Design

In designing everyday objects, we often combine simple utility, functional innovation, and formal beauty. - Michael Graves

The best products make everyday living easier and better, and fuse superior function, form, and brand. Think OXO, iPod, Google, Prius. Now products are also judged by their sustainability: Do I really need this? Will this product end up in a landfill? Is the company earth friendly and socially responsible? Satisfied consumers have become the new marketing department with blogs, Twitter, and texting.

Behind every product innovation is a cross-functional team of experts who build on understanding customer needs, behavior, and desires. Research, design, human factors, and engineering experts work collaboratively with branding teams to satisfy unmet needs, build customer loyalty and lifelong relationships, and perpetuate the brand promise.



Slice Tweezers  
Design by Michael Graves



Slice Vegetable Peeler:  
Design by Karim Rashid



Slice Box Cutter  
Design by Scot Herbst  
and Altredo Muccino. The  
world's first box cutter  
with a ceramic blade.



# Packaging

Packages are brands that you trust enough to take into your home. We are continually confronted and cajoled by packaging shapes, graphics, colors, messages, and containers. The shelf is probably the most competitive marketing environment that exists. From new brands to extending or revitalizing existing product lines, considerations of brand equity, cost, time, and competition are often complex.

Packaging design is a specialty, and it routinely involves collaboration with industrial designers, packaging engineers, and manufacturers. In the food and pharmaceutical industry, it is regulated by the government. Package design is only one part of the puzzle involved in a product launch. Timetables include packaging approval, sales force meetings, manufacturing and distribution, and advertising.

Brand extensions are always a strategic tug-of-war between differentiation and coherence within a product line.

Consider the entire life cycle of the package and its relationship to the product: source, print, assemble, pack, preserve, ship, display, purchase, use, recycle/dispose.



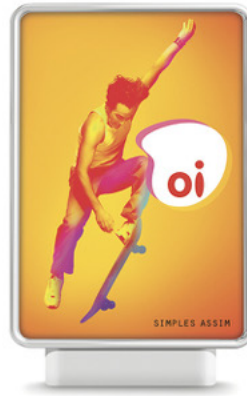
Truvia natural sweetener represents a genuine innovation in its category: it comes from the leaves of the stevia plant, and not a lab. Unlike its competition, it can be used in cooking and tastes good. Its refreshingly simple and beautiful carton is designed to be reusable and visible, like a sugar canister. Pentagram worked with Cargill and The Coca-Cola Company to develop core brand attributes before beginning the design process. Partner Paula Scher and Lenny Naar's identity design feels pure and authentic. Partner Daniel Weil designed the innovative packaging structure, which features a hinged lid.

Truvia: Pentagram

# Advertising

Since Silk Road traders described the benefits of jade and silk in lyrical song, merchants have created a sense of longing and entitlement by communicating about their products. Today we call it advertising and despite social media, and the decline of print, it is still one of the ways consumers learn about new products, services, and ideas.

Our society has a love-hate relationship with advertising. Pundits issue warnings about its ubiquity and the cynicism of an increasingly skeptical audience. But who can resist the latest catalog or ignore sumptuous magazine ads? Advertising is influence, information, persuasion, communication, and dramatization. It is also an art and a science, determining new ways to create a relationship between the consumer and the product.



In 2001, the Brazilian telecom giant Telemar decided to launch a new mobile phone service. Wolff Olins created a name for the new brand (Oi means "hi"), and its visual identity, brand language, communication style, packaging and many other brand applications. More than 2.2 million people signed up in the first year—almost 20% of the Brazilian market. After the acquisition of Brasil Telecom in early 2009, Oi became the country's largest telecommunication company in revenues.

# Environments

Apple stores impute the ethos of Apple products: playful, easy, creative, and on the bright side of hip and intimidating.

Apple Store: Sanlitun: Beijing



Apple Store: Pudong: Shanghai



Apple Store: Jungfernstieg: Hamburg



Apple Store: ifc mall: Hong Kong

# Environments

It's not unusual for the design and ambience of a restaurant to be a greater attraction than the culinary art, or for a financial services company to open a hip café to serve up good coffee and financial advice. Fabergé, the goldsmith known for the splendid jeweled eggs for the czar, was one of the first global entrepreneurs to understand that a well-conceived showroom appeals to customers and increases sales.

Exterior architecture represents yet another opportunity to stimulate immediate recognition and attract customers. In the 1950's, an orange tile roof in the distance sent an immediate and welcoming signal that there was a Howard Johnson's restaurant ahead. At the opposite end of the cultural spectrum, the architecture of the Guggenheim Museum is the brand and a powerful magnet that draws millions of visitors.

Architects, space designers, graphic designers, industrial designers, lighting experts, structural and mechanical engineers, general contractors, and subcontractors collaborate with client development teams to create unique branded environments and compelling experiences. Color, texture, scale, light, sound, movement, comfort, smell, and accessible information work together to express the brand.

Understand traffic flow and volume of business. Align merchandising strategies with displays, advertising, and sales strategies.



# Vehicles

Building brand awareness on the road is easier than ever. Vehicles are a new, large, moving canvas on which almost any type of communication is possible. Whether on an urban thruway at rush hour or a remote country road at sunset, the goal remains the same: make the brand identity immediately recognizable.

From trains, to planes, to large vans and small delivery trucks, vehicles are omnipresent. Vehicle graphics are experienced from ground level; from other vehicles, such as cars and buses; and from the windows of buildings. Designers need to consider scale, legibility, distance, surface color, and the effects of movement, speed, and light. Designers also need to consider the life of the vehicle, the durability of the signage medium, and safety requirements and regulations that may vary state by state.

The Goodyear blimp and hot-air balloons are brand identities taking flight. Many vehicles carry other messages, from taglines and phone numbers to graphic elements and vehicle identification numbers. Simplicity should rule the road.

## Fabrication Methods

Decal and Wrap

Vinyl

Magnetic

Hand-Painted

From Shanghai to Charlotte, the iconic FedEx trucks are immediately recognizable. FedEx is making great inroads on reducing emissions, and increasing fuel efficiency.

FedEx: Landor Associates



FedEx delivers 8.5 million shipments daily to more than 220 countries and territories, and carries more freight than any other airline in the world.



# Uniforms

Our custom-designed apparel takes comfort, style, durability, and function into consideration.-FedEx

Clothing communicates. From the friendly orange apron at Home Depot, to a UPS delivery person in brown, a visible and distinctive uniform simplifies customer transactions. A uniform can also signal authority and identification. From the airline captain to the security guard, uniforms make customers more at ease. Finding a waiter in a restaurant may be as simple as finding the person with the black T-shirt and the white pants. On the playing field, professional teams require uniforms that will not only distinguish them from their competitors, but also look good on television. A lab coat is required in a laboratory, as are scrubs in an operating room, and both are subject to regulations and compliance standards.

The best uniforms engender pride and are appropriate to the workplace and environment. Designers carefully consider performance criteria, such as durability and mobility. The way an employee is dressed affects the way that the individual and her organization are perceived.

FedEx apparel expresses a belief that consistent global image is good business. Their custom-designed apparel is a culmination of input from team members.



FedEx: Landor Associates





# Restaurants

Restaurants need design not to create appetite, but to add to the culinary experience. As designers, we're setting the stage. We have to help the customer enjoy every moment in the restaurant. Everything we do is about giving personality to a venue so that the event remains very memorable for the customer. The design and materials we create for the restaurant help to elevate the food in a very particular way, without interfering in the relationship between the customer and the food. Design should be transparent and functional, highlight certain items that are more profitable or significant for the restaurant identity.

## Menu

A menu should be easy to read, so the customer can find things easily: You don't want to spend too much time reading a long page of text. Usually, we design in such a way so that the menu is easy to scan - this way, the customer can give a quick look at it and know what to get.

The menu should give you information, but it should also have something that makes it unusual - something that makes you want to stop and look at the details.

