

A Brief Introduction to Branding + Storytelling

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I

SAY IT WITH A LOGO

A crash course in visual branding

*I found I could say things with colors and
shapes that I couldn't say any other way...
things I had no words for.*

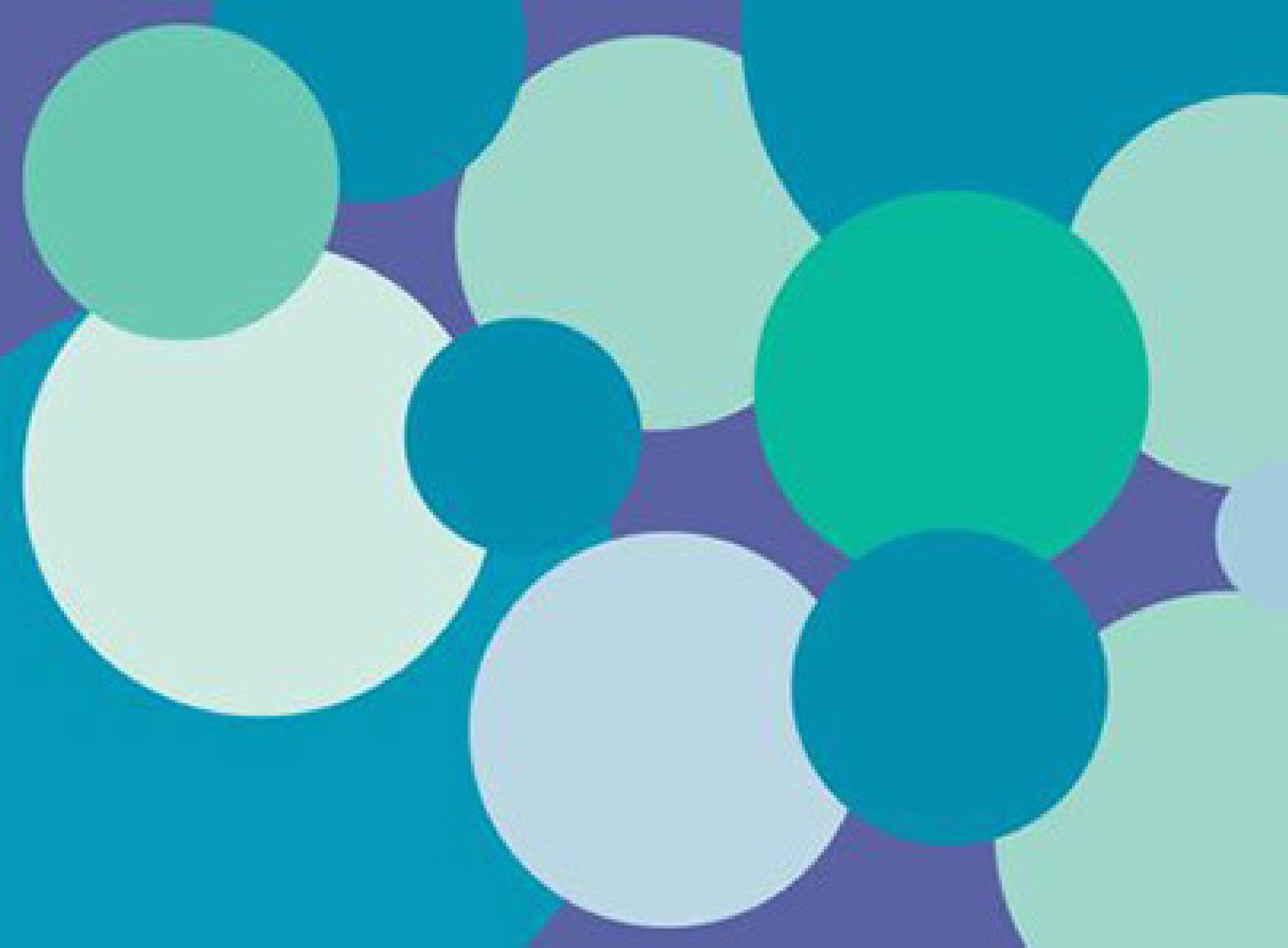
-Georgia O'Keeffe

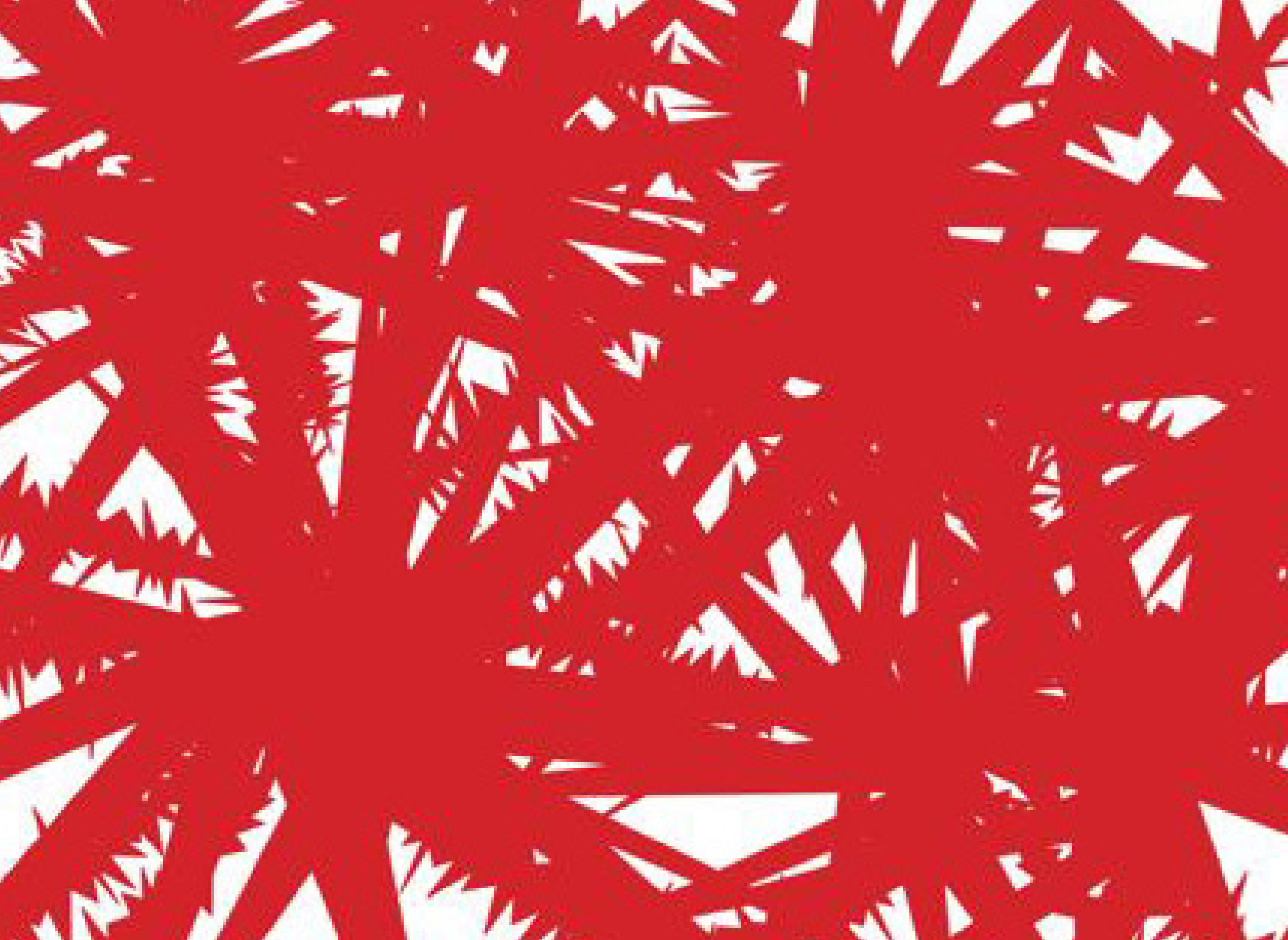
Calmness

Anger

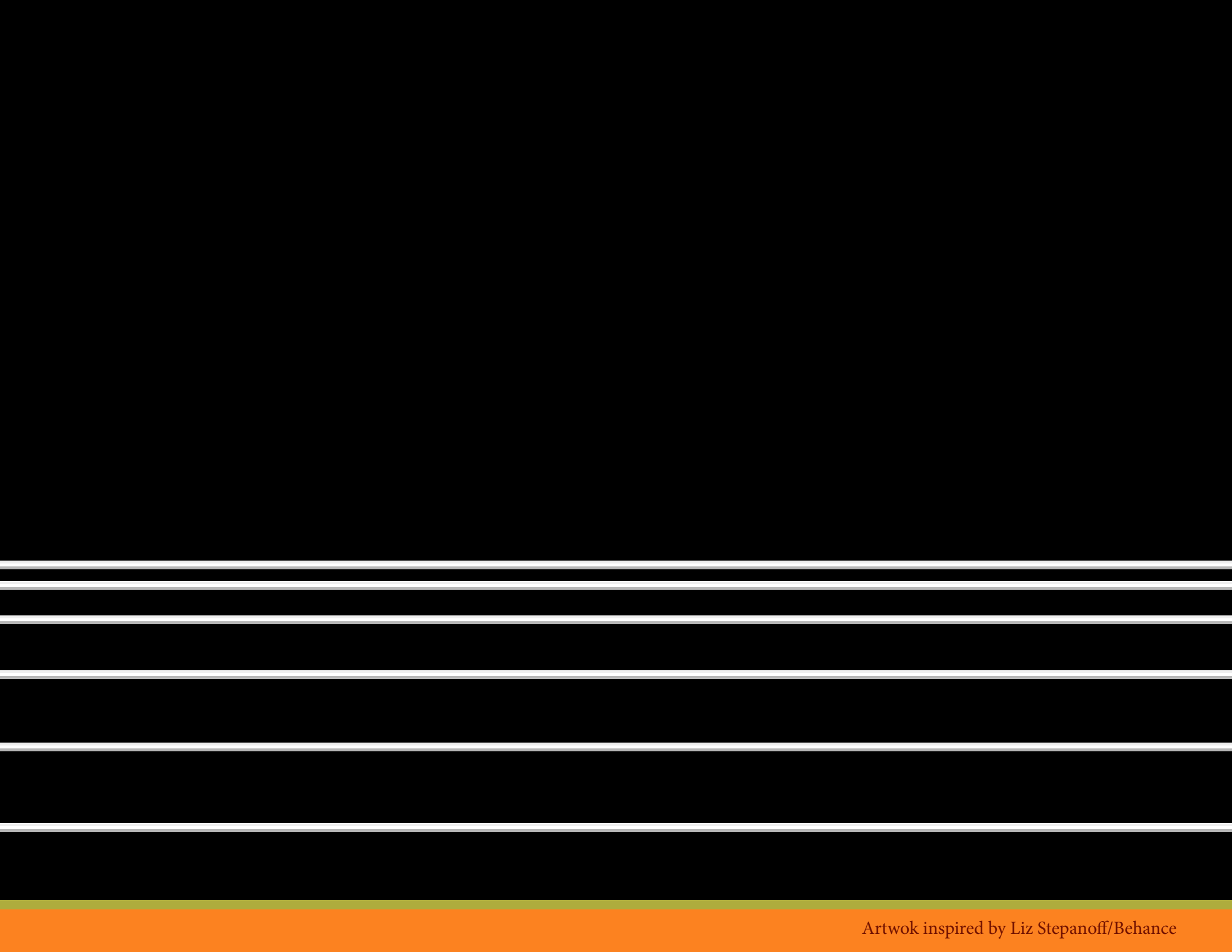
Excitement

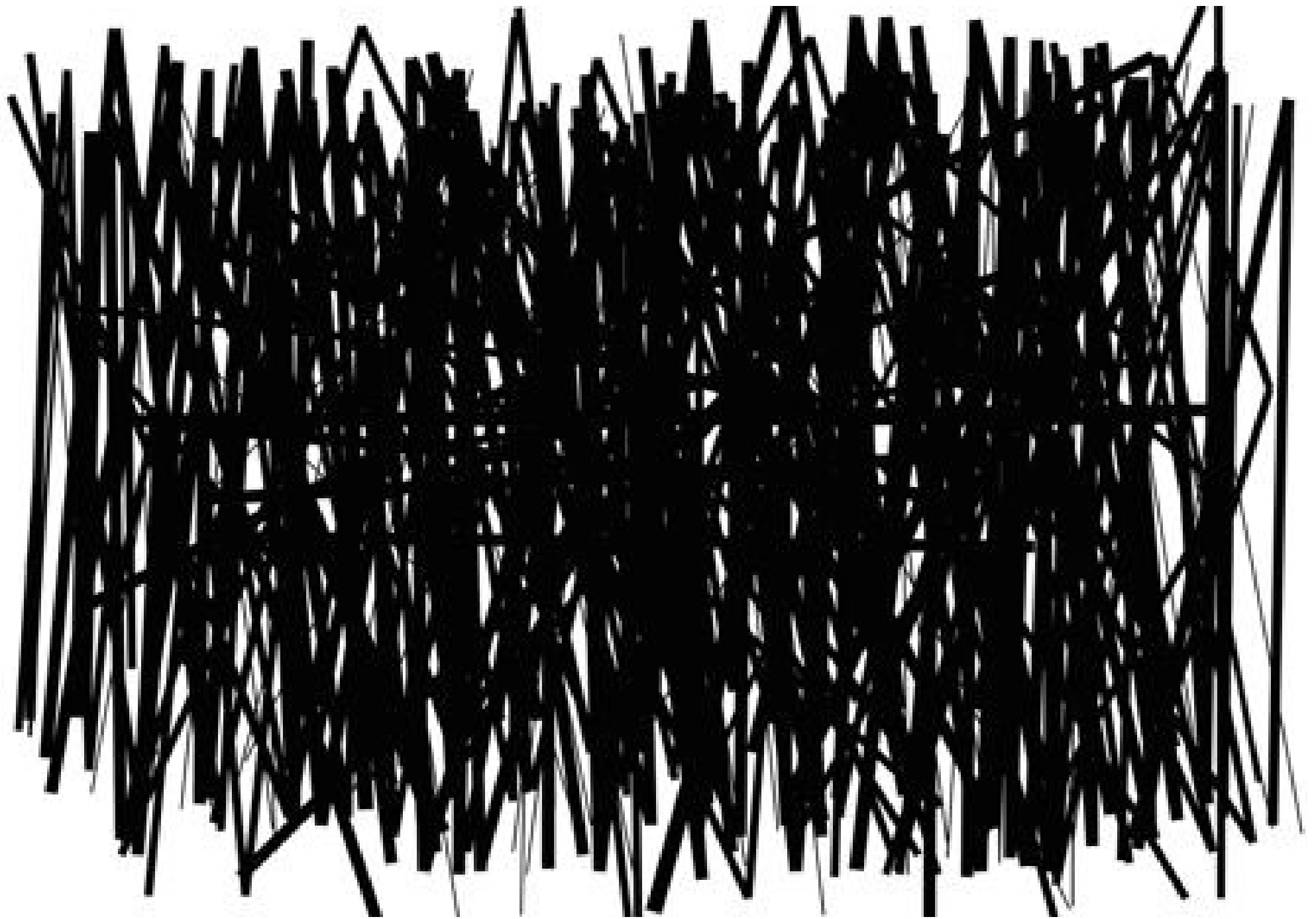
Can be expressed with shapes, colors and lines

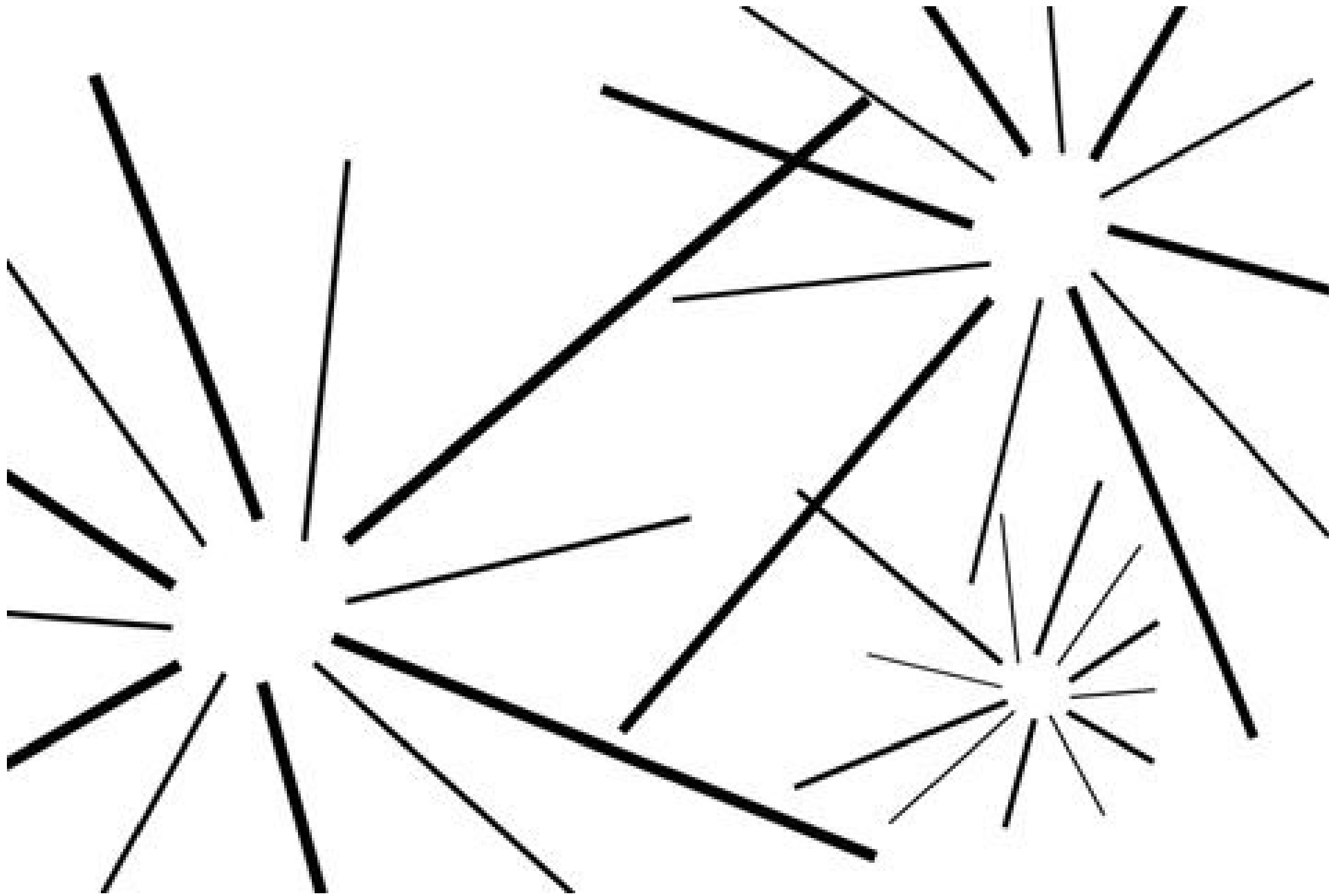












Type has its own voice, too.

Type has its own voice, too.

Which brain surgeon would
you trust more?

Gerald A. Bloom, MD

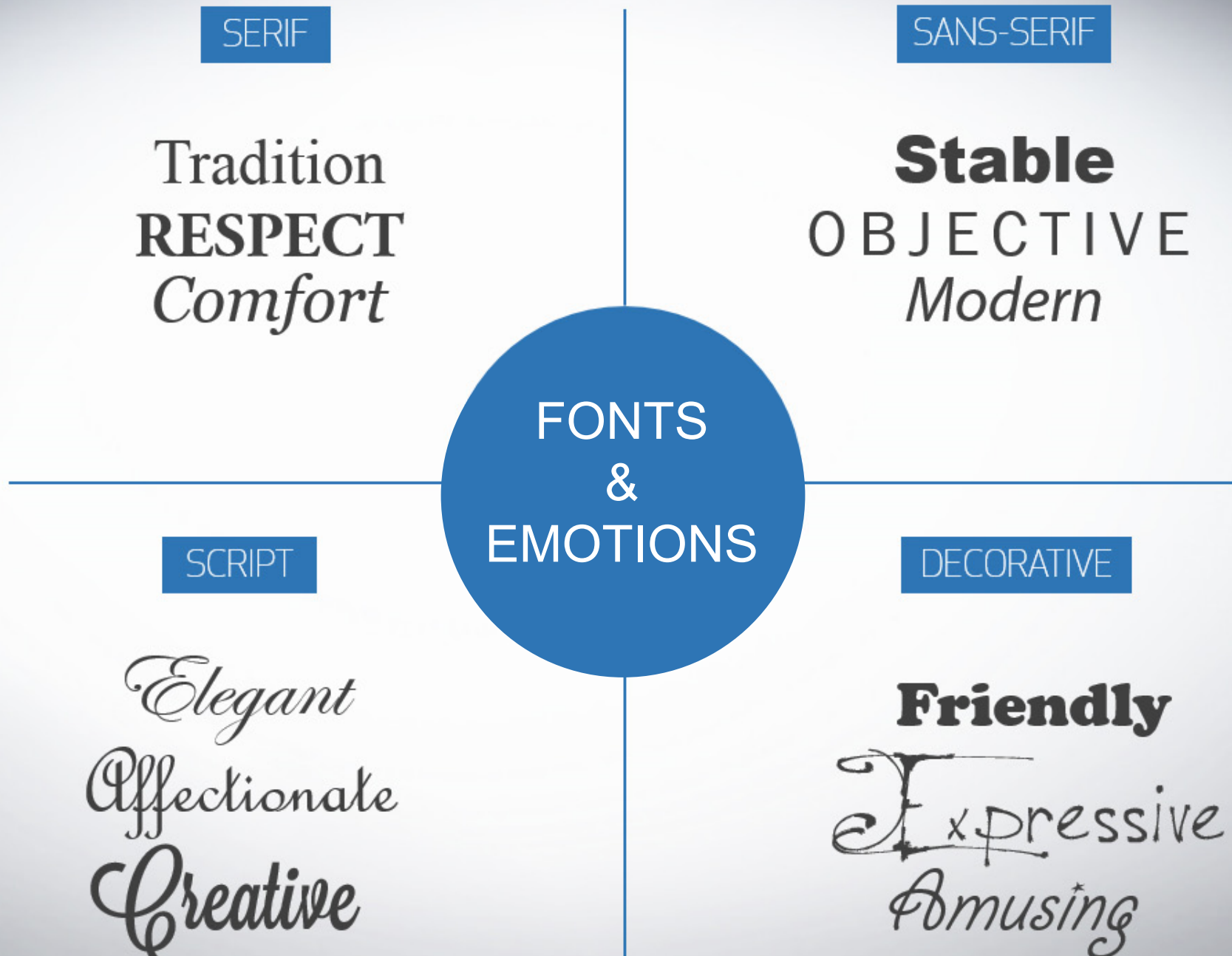
Gerald A. Bloom, MD

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Now, what about logos?

COLORS

WARM



RED *Excitement, Love, Boldness*



ORANGE *Friendly, Cheerful, Confident*



YELLOW *Happiness, Optimism, Energy*

COLD



GREEN *Peace, Growth, Health*



BLUE *Trust, Strength, Dependability*



PURPLE *Noble, Imaginative, Wise*

NEUTRAL



BLACK & GREY *Balanced, Calm*



SHAPES



CIRCLES *Community, Unity, Friendship*



RINGS *Strength, Resolutions*



CURVES *Flexibility, Adaptability, Compliance*



Microsoft



SQUARE *Stability, Consistency*



TRIANGLE *Power, Science*



LINES *Vertical: Endurance, Strength, Power*



LINES *Horizontal: Tranquility, Calm*



I

SAY IT WITH A LOGO

A crash course in visual branding

II

SAY IT WITH WORDS

A crash course in storytelling

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BRANDING AND STORYTELLING PRIMER

1- From “FONTS & EMOTIONS”

Circle the word that relates the most to your startup.

BRANDING AND STORYTELLING PRIMER

1- From "FONTS & EMOTIONS"

Circle the word that relates the most to your startup.

2- From "COLORS"

Circle the one color that relates the most to your startup.

BRANDING AND STORYTELLING PRIMER

1- From "FONTS & EMOTIONS"

Circle the word that relates the most to your startup.

2- From "COLORS"

Circle the one color that relates the most to your startup.

3- From "SHAPES"

Circle the one shape that relates the most to your startup.

BRANDING AND STORYTELLING PRIMER

1- From "FONTS & EMOTIONS"

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Circle the one color that relates the most to your startup.

3- From "SHAPES"

Circle the one shape that relates the most to your startup.

4- Describe your project to a relative or friend who knows nothing about it using the ABT model.

Good Luck!

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