Branding Mark Design

A branding mark is a collection of shapes that represent a product or service. This is different than a logo. A logo is made of letters.

Branding Mark with Logo

adidas · BURGER KING · CHANEL · mastercard · HAWAIIAN AIRLINES

bp · Sprint · McDonald's · amazon · Microsoft

LACOSTE · Doritos · PUMA · BT · Kodak

Other types of marks and logs

Monograms

Pictorial Marks

Letterforms

MY TRIBE · UNIVERSE BLANK VERSE

Wordmarks

Abstract Marks

Emblem

cajva
www.cajva.com

Design Brief

Directions - You have been hired by a company to design their abstract branding mark. Read the design brief to understand what your client needs in their mark. **Create two solutions** that you could present to the art director as possible abstract branding marks for the company.

Company Name - Rio *(in Spanish the word rio means river)*

Company Product / Service - Outdoor products for hiking, and camping.

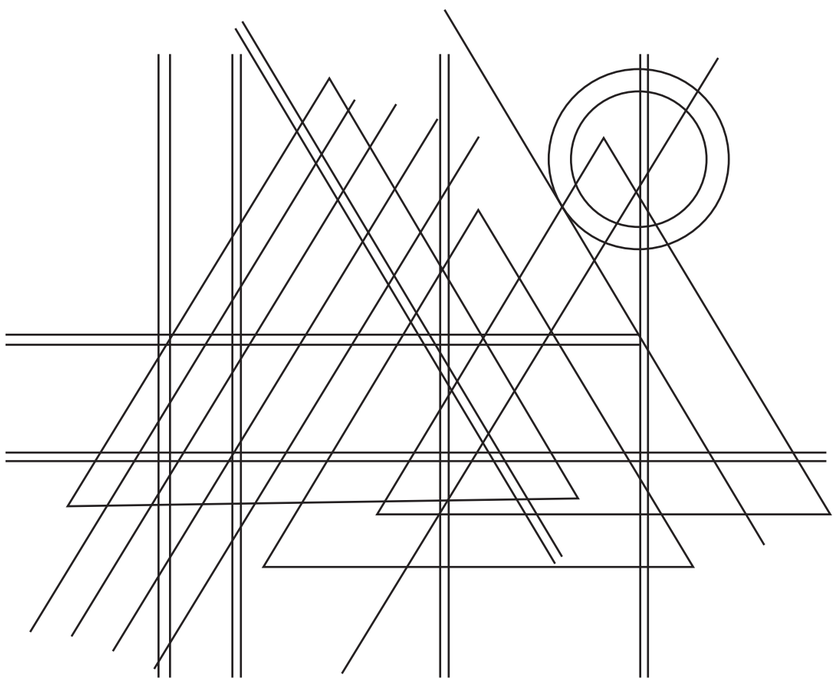
Abstract Branding Mark - The company wants an abstract branding mark that relates to **mountains, rivers, and trees.** Do not include any letter forms.

Abstract Branding Marks

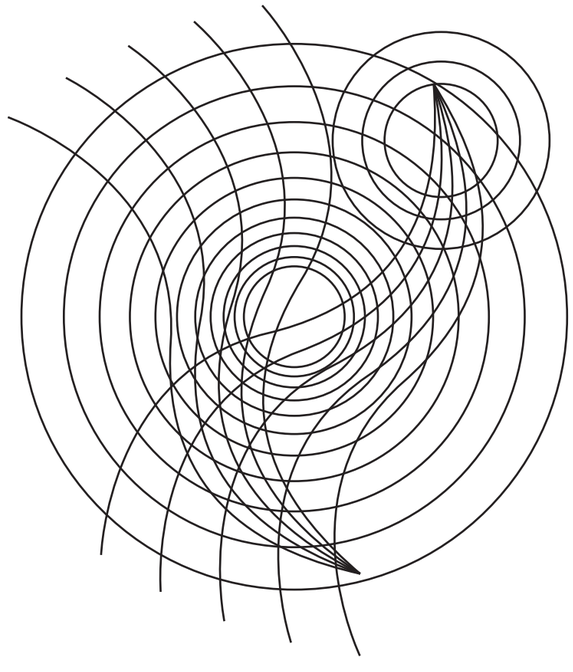
Directions
Step 1 - Select the group of shapes.

Step 2 - Shift M > Select a black fill color.
Use the Shape builder tool to connect shapes for your abstract mark.

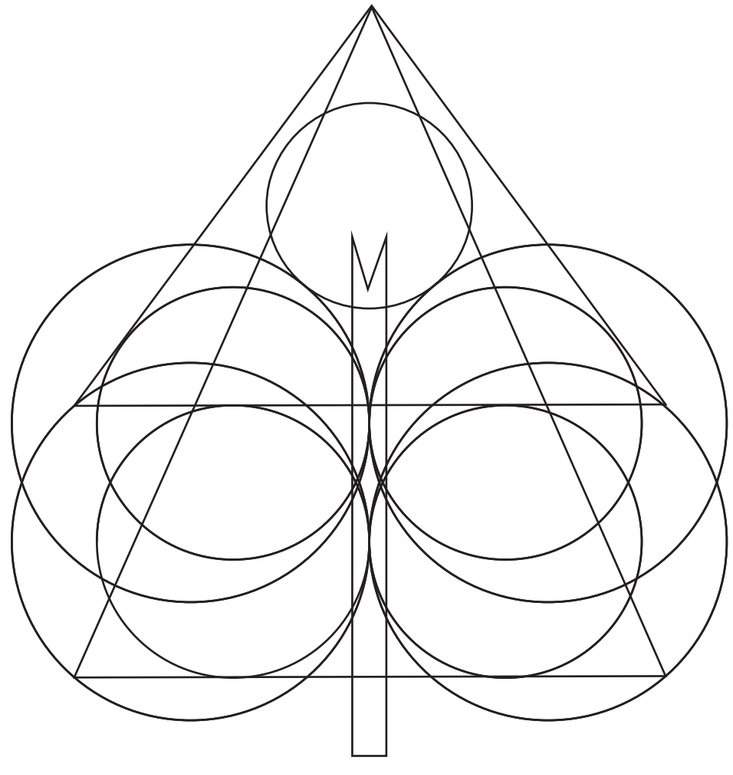
Step 3 - Use the Direct Select tool (a) to remove the combine shape and place them on the next page.



Mountains



River



Trees

Copy and paste your solution onto the next page

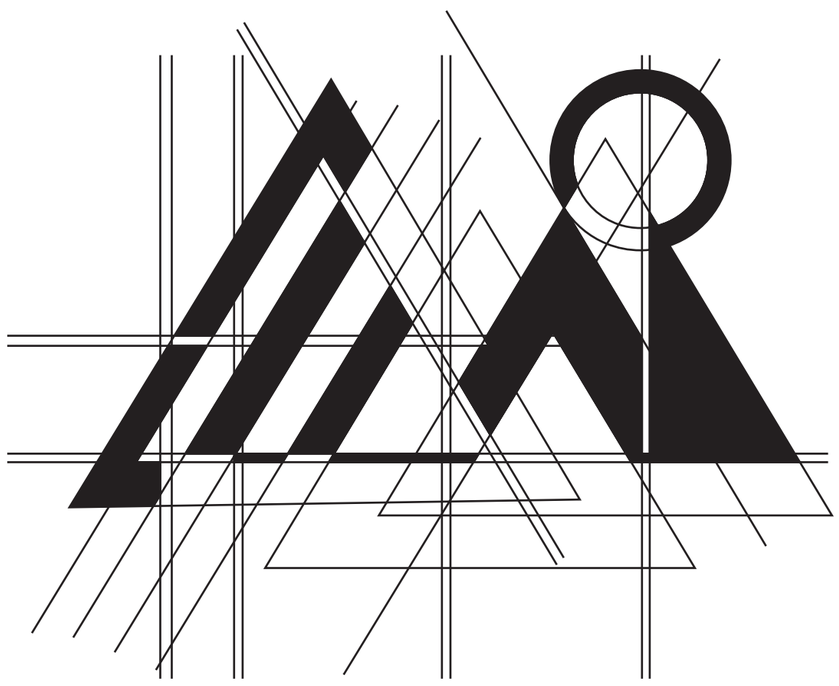
Abstract Branding Marks

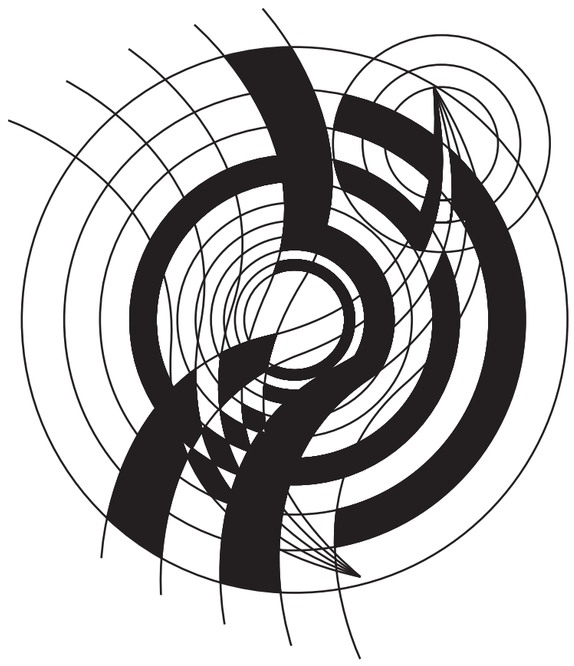
Directions - Select your abstract branding marks for the **mountains, rivers, and trees** from the previous page.
Copy and paste onto this page. Experiment with colors, effects, adding more shapes, rearranging shapes. Create 2 solutions per mark.

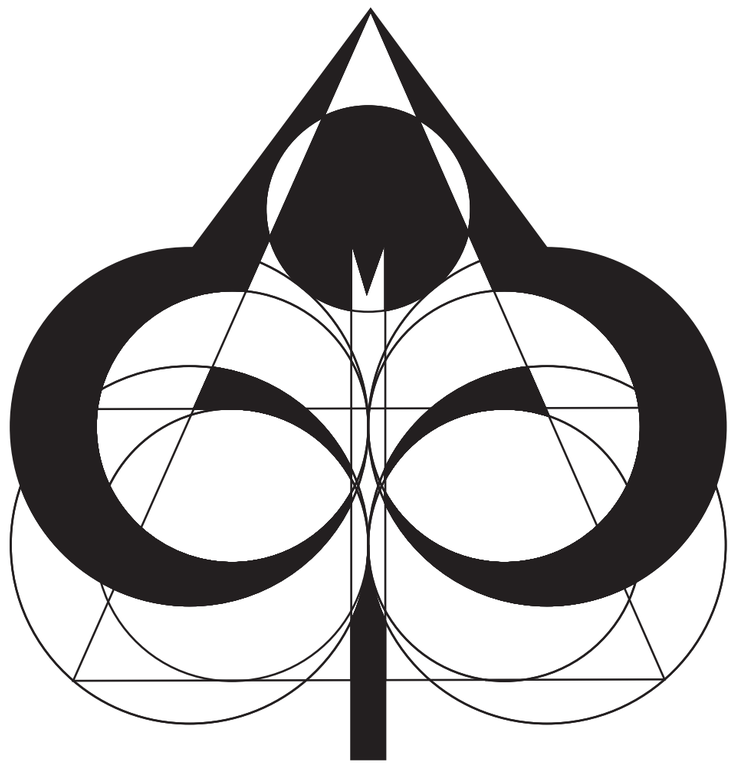
PRO TIP - Use the Window > Swatch Library to pick your colors

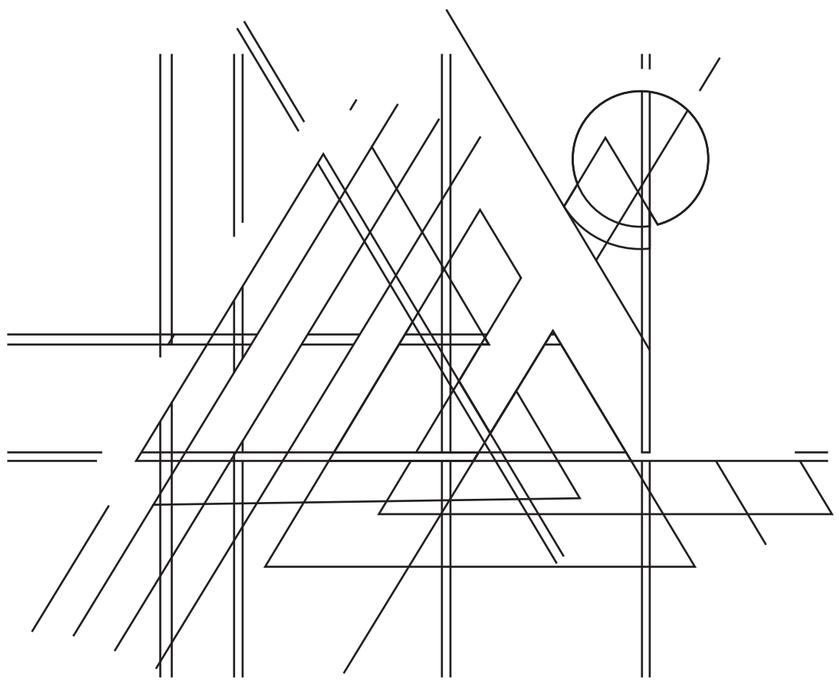
Mountains	River	Trees
Solution - 1	Solution - 1	Solution - 1
Solution - 2	Solution - 2	Solution - 2

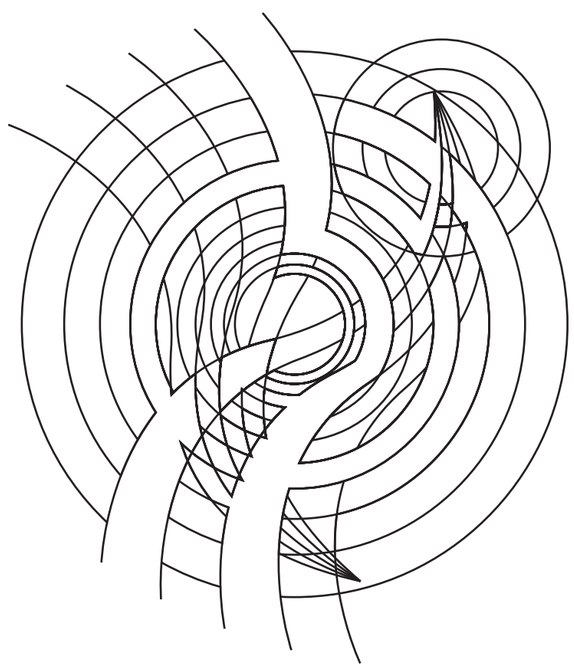
Examples

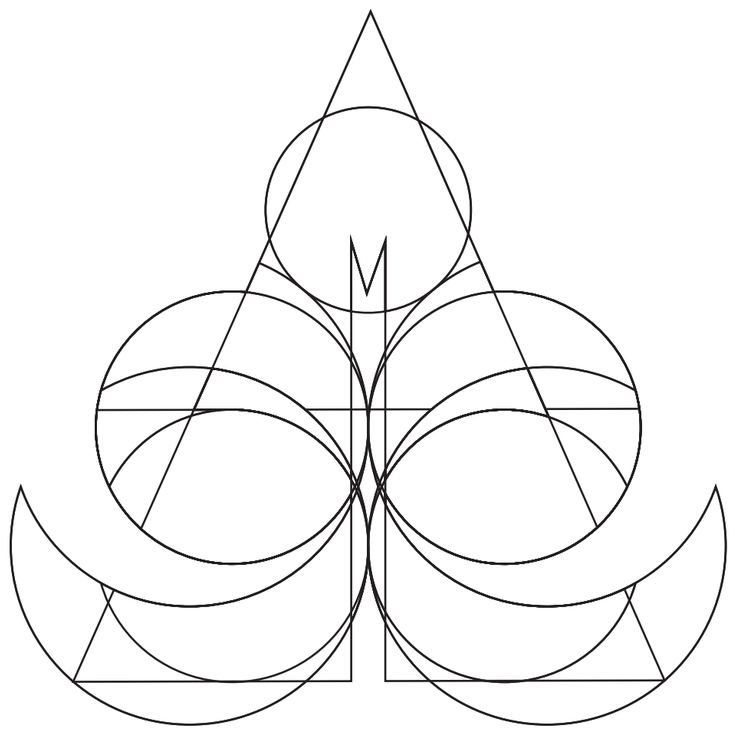






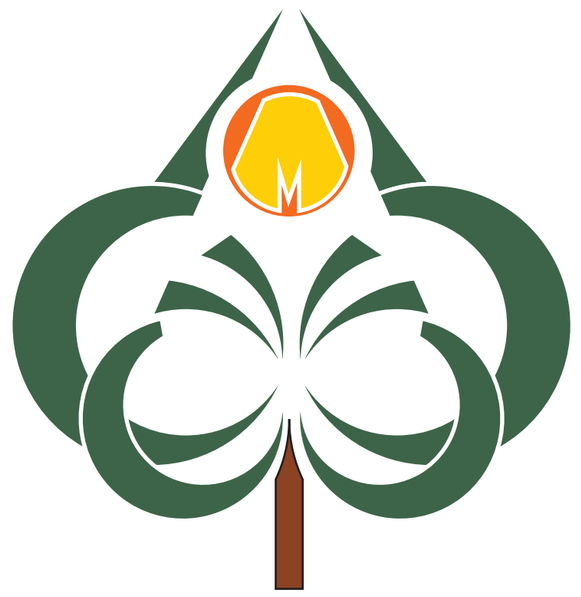






Mountain

River



Tree