

Identity Systems

Marketing

The assets that make a brand recognisable before it is read.

Assets and the test each must pass.

Assets

Logo and wordmark

Colour, held consistently

Typography

Shape and packaging silhouette

Sound, motion and mascot

The two tests

Fame — what share recognise it

Uniqueness — do they name YOU

Both are needed to be useful

Consistency over years builds both

An asset that is famous but not unique is worse than useless: it makes your advertising work for the category leader.