VISUAL BRANDING IDENTITY

THE IMPORTANCE OF VISUAL BRAND IDENTITY FOR A COHERENT AND COORDINATED COMMUNICATION

VIRTUAL WORKSHOP

5TH COMMUNICATION AND VISIBILITY WORKSHOP FOR EU-FUNDED PROJECTS

BRAND IDENTITY

Brand identity is the collection of all elements that you create to portray the right image to your audience.

Your brand identity is what makes you instantly recognizable to your audience. They will associate your brand identity with your organisation or activity, and that identity is what forges the connection between you and your audience, and determines how your audience will perceive your organisation.

BRAND IDENTITY

What Does a Brand Identity Include?

- Logo
- Color Scheme
- Design System
- Photography
- Illustration
- Iconography

- Messages
- Data visualization
- Interactive elements
- Video and motion
- Web design
- etc.

Basicly **everything** you present to your audience

WHY IS THIS IMPORTANT?

Brand identity is the face of your organisation. it is the first interaction point between you and your audience and your opportunity to leave a lasting impression on them.

When it comes to branding, what you see is what you get. When how you look doesn't correctly represent you, your audience will get wrong idea of who and what you are, in the end you will not connect with you audience.

WHY IS THIS IMPORTANT?

When your brand accurately identifies you and your perceived values, you will build your audience's loyalty. When you do this consistently, you will gain valuable **brand equity** which is one of the key factor to stand out from your competition

KEY TO ACHIEVE THIS

| ACCURATE IDENTITY | FREQUENCY | CONSISTENCY |

WHY IS THIS IMPORTANT?

Brand Identity » **Perceived Value** ⟫⟫ **Satisfaction** ⟫⟫ **Trust** ⟫⟫ **Loyalty** » **Brand Equity**

WHY IS THIS IMPORTANT?

BRAND IDENTITY QUIZ	TYPE ANSWER ON CHAT BOX!

1. Mention organisation that works on **ENVIRONMENT** issues!

2. Mention an organisation who works to create better life for **CHILDREN**!

WHY IS THIS IMPORTANT?

Hypotheses	Test Result
Impact of identity on value	44%
Impact of identity on trust	69%
Impact of identity on loyalty (indirect)	33%
Impact of loyalty on equity	89%
Impact of identity on equity (indirect)	29%

VISUAL IDENTITY

Visual identity is all of the visual elements that expresses who a brand is and create brand identity.
In other words, visual identity is the tools to achieve brand identity

In short, brand identity describes who a brand is on the inside

whereas visual identity expresses who a brand is on the outside

VISUAL IDENTITY

The elements of visual identity

GRAPHICS

in the context of visual identity, graphics are picture assets that are drawn or designed. They can be as simple as forms and shapes, or as complex as seamless patterns.

GRAPHIC TIPS

- **Relate the graphics with your identity**

- **Be consistent with graphic implementation**

- **Modification of graphics must not lost its essential characteristics**

2021

2020

2019

VISUAL IDENTITY

The elements of visual identity

TYPOGRAPHY

Typography is the shape or styling of the text you use in your branding. There are many different types of fonts and each one can have a different effect on the viewer.

TYPOGRAPHY TIPS

- **Understand the hierarchy of typography**

- **Keep in mind the visibility of typography**

- **Your content is important but don't overcrowd the layout**

1st layer of information
MAIN MESSAGE
50-70% visibility

2nd layer of information
CRITICAL DETAILS
20-30% visibility

3rd layer of information
CALL TO ACTION
10-25% visibility

EUROPEAN UNION

VIRTUAL EVENT
4TH ASEAN–EU
COOPERATION AND SCHOLARSHIPS DAY

Hey students! Let's celebrate 54th ASEAN Day and International Youth Day with us! Learn more about EU–ASEAN cooperation programmes and explore scholarship opportunities offered by the EU and ASEAN Member States.

12–13 AUGUST 2021
LIVE 12.00–18.00
GMT +7, JKT/BKK

GET FREE!
E-CERTIFICATE

REGISTER NOW!
bit.ly/4th-aseaneuday

@EUinASEAN

VISUAL IDENTITY

The elements of visual identity

COLOR PALLETE
A set of colour used to identify a brand through a scheme of very specific hues, shades and tints.

COLOR PALLETE TIPS

• **Do not create/choose colour combination based on personal taste but by requirements**

• **Utilise colour psychology to provoke/influence specific purpose**

• **Be consistent with your colour identity**

Excitement
Strength
Love
Energy

RED

Confidence
Success
Bravery
Sociability

ORANGE

Creativity
Happiness
Warmth
Cheer

YELLOW

Nature
Healing
Freshness
Quality

GREEN

Trust
Peace
Loyalty
Competence

BLUE

PINK

Compassion
Sincerity
Sophistication
Sweet

PURPLE

Royalty
Luxury
Spirituality
Ambition

BROWN

Dependable
Rugged
Trustworthy
Simple

BLACK

Formality
Dramatic
Sophictication
Security

WHITE

Clean
Simplicity
Innocence
Honest

Source: london image institute | usertesting.com

VISUAL IDENTITY

The elements of visual identity

IMAGERY

Imagery describes photography and video content as well as any spokespeople who act as the living "image" of the brand in publications.

IMAGERY TIPS

• Make sure your image have the proper quality, size, and resolution

• Pay attention to the main focus of the image, don't mislead audience with multiple focus image

• Provide imagery for public consumption not your consumption.

COHERENT & COORDINATED
IMPLEMENTATION

With so many different activities and movements under EU in ASEAN projects and each have their own established identity, we have a big task to **unify our identity** as European Union in ASEAN family, to have the look and feel as one united entity.

COHERENT & COORDINATED
IMPLEMENTATION

ENHANCED ASEAN REGIONAL
INTEGRATION SUPPORT FROM THE EU

E-READI

Together for
Sustainable Development

ENHANCED ASEAN REGIONAL
INTEGRATION SUPPORT FROM THE EU

ARISE+

Trade for
Sustainable Development

EUROPEAN UNION SUPPORT TO
HIGHER EDUCATION IN THE ASEAN REGION

EU-SHARE

Education for
Sustainable Development

Publications

COHERENT & COORDINATED
IMPLEMENTATION

E-READI
Climate Action for Sustainable Development

ARISE+
Better Trade System for Sustainable Development

EU-SHARE
Higher Education for Sustainable Development

Social media

COHERENT & COORDINATED
IMPLEMENTATION

EU-ASEAN COOPERATION ON
HIGH-PERFORMANCE COMPUTING (HPC)

MEDIA BACKGROUNDER

WHAT IS HIGH-PERFORMANCE COMPUTING (HPC)?

High performance computing (HPC) refers to computing systems with extremely high computational power that are able to solve hugely complex and demanding problems which severely affect society and the economy worldwide. For example, the rapid development of COVID-19 vaccines would not have been possible without the use of HPC.

In today's world, more and more data are constantly being generated, from 33 zettabytes globally in 2018 to an expected 175 zettabytes in 2025 (1 zettabyte is equal to 1 trillion gigabytes). As a result, the nature of computing is changing, with an increasing number of data-intensive critical applications. HPC comprises thousands of processors working in parallel, delivering up to one million times the computational power of common laptops.

EU-ASEAN
STRATEGIC PARTNERS

ASEAN CUSTOMS TRANSIT SYSTEMS (ACTS)

MEDIA BACKGROUNDER

ACTS MAKES CROSS-BORDER TRADE EASIER, FASTER AND MORE COST EFFICIENT IN THE ASEAN REGION.

THE ASEAN CUSTOMS TRANSIT SYSTEM (ACTS), which was developed with the technical and financial support of the European Union (EU), is a secure distributed online IT system designed to make movement of goods in transit across the borders of ASEAN countries quicker and easier. Key features include a temporary suspension of import duties and taxes, simplified and harmonized customs procedures, and reduced paperwork. The system links all Customs offices at points of departure, border crossings and destinations across the region to simplify and speed up Customs clearance formalities and provide detailed real time data on goods in transit.

Despite the recognition of the importance and wide-ranging benefits of the free movement of goods across international borders by the international community decades ago, developing a secure, efficient and reliable transit system remains a significant challenge.

EU-ASEAN
STRATEGIC PARTNERS

ERASMUS+ UNLOCKS HIGHER EDUCATION

MEDIA BACKGROUNDER

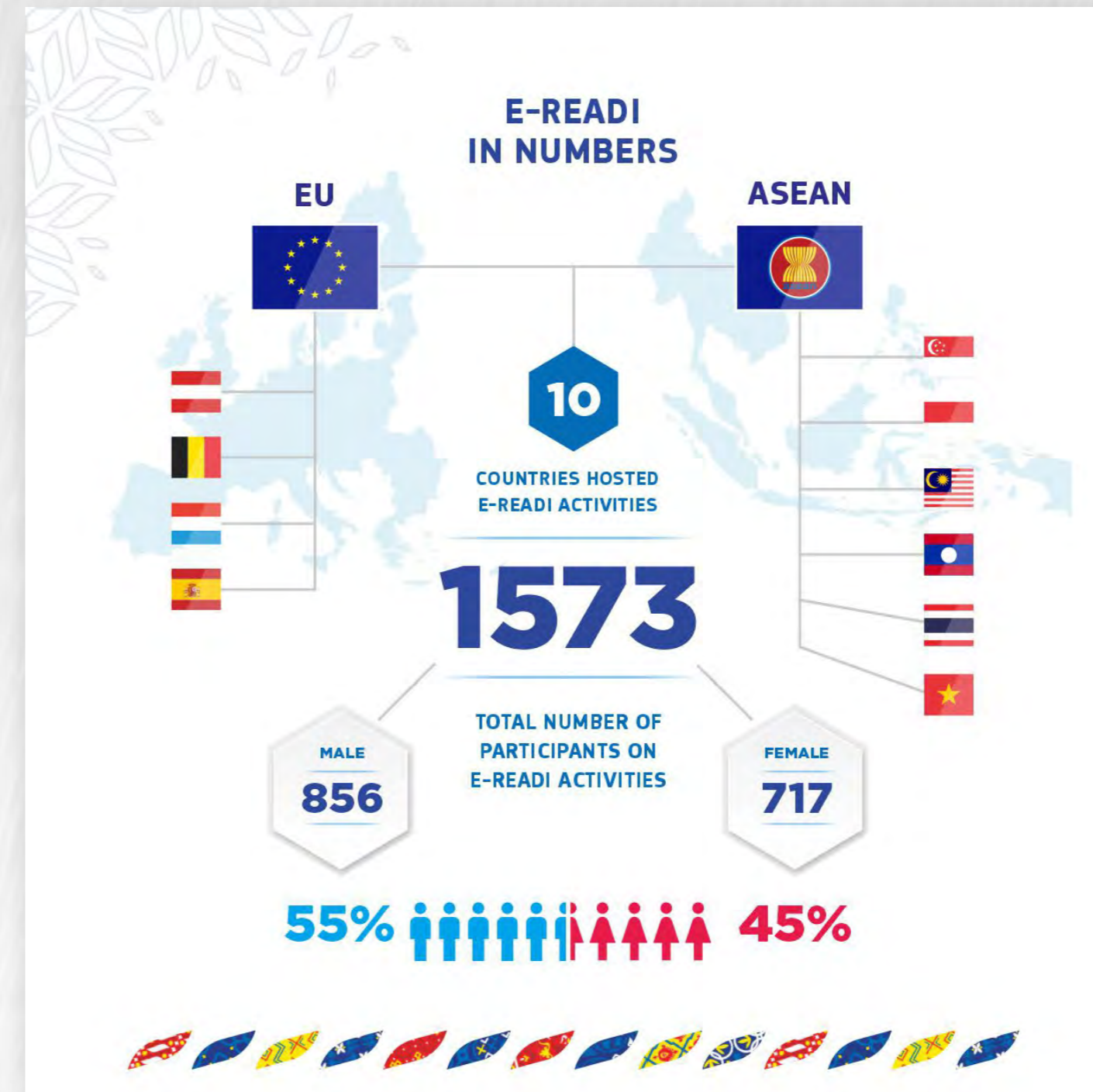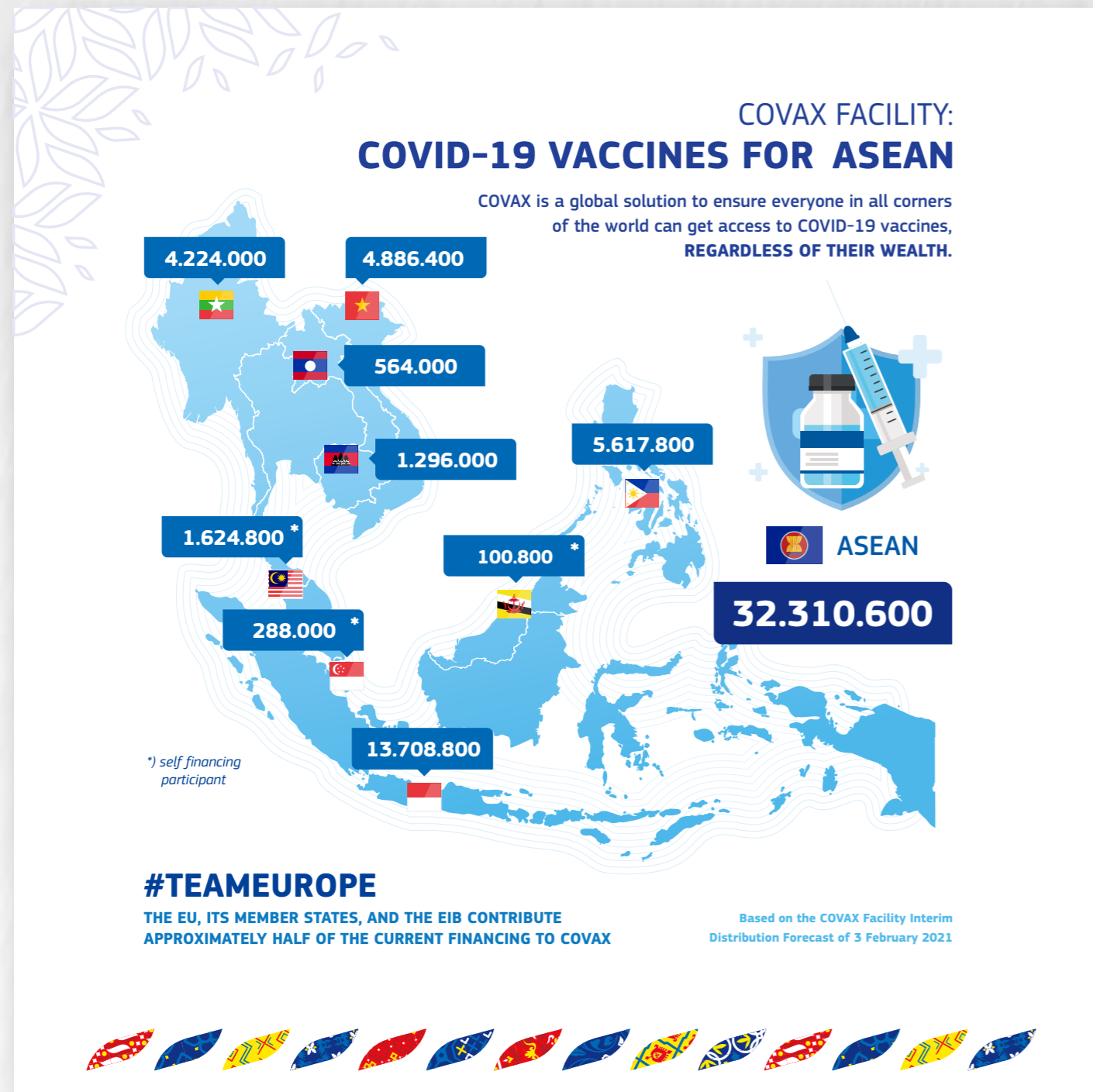**CREATING OPPORTUNITIES FOR ASEAN STUDENTS**

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EU-ASEAN
STRATEGIC PARTNERS

Fact Sheet / Media Briefing

COHERENT & COORDINATED
IMPLEMENTATION

COVAX FACILITY:
COVID-19 VACCINES FOR ASEAN

COVAX is a global solution to ensure everyone in all corners of the world can get access to COVID-19 vaccines, **REGARDLESS OF THEIR WEALTH.**

4.224.000
4.886.400
564.000
1.296.000
5.617.800
1.624.800 *
100.800
288.000 *
13.708.800

ASEAN

32.310.600

*) self financing participant

#TEAMEUROPE
THE EU, ITS MEMBER STATES, AND THE EIB CONTRIBUTE APPROXIMATELY HALF OF THE CURRENT FINANCING TO COVAX

Based on the COVAX Facility Interim Distribution Forecast of 3 February 2021

E-READI IN NUMBERS

EU   ASEAN

10
COUNTRIES HOSTED E-READI ACTIVITIES

1573

TOTAL NUMBER OF PARTICIPANTS ON E-READI ACTIVITIES

MALE
856

FEMALE
717

55%   45%

Infographics

LINKS & ASSETS

Downloadable samples:

https://drive.google.com/drive/folders/12KTziIkaNhWVnl6yTpkQFbcPhULfL58-?usp=sharing

EU Digital Guidelines (Images, Fonts, Colour Code, etc):

https://ec.europa.eu/international-partnerships/system/files/eu-international-partnerships-digital-style-guide_en.pdf

EU Imagery Source:

divaplatform.eu

ECHO Flickr account

Commission AV Portal

LINKS & ASSETS

Outsource links:

Images and Graphics (free)	Images and Graphics (paid)	Fonts	Color Pallete /Generator
pexels.com	shutterstock.com	fonts.google.com	coolors.co
pixabay.com	istockphoto.com	dafont.com	canva.com
unsplash.com	gettyimages.com		pantone.com
	123rf.com		

MEDIA BRIEFING

Spot 3 mistakes from this media briefing cover

Calling all ASEAN public to join the forum to find the solutions for clean energy for the future! Explore the latest breakthrough of renewable energy in ASEAN!

EU-ASEAN public forum
THE FUTURE OF ENERGY

Tuesday
3 august 2021
15.00-17.00
GMT+7, JKT/BKK

Press Dialogue
Role of media in sounding the movement

MEDIA BRIEFING

...all ASEAN public to join the forum to find the
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Press Dialogue
Role of media in
sounding the
movement

• **Wrong colour pallete identity**

• **Image in bad quality and not appealing for public**

• **Hierarchy of Typography not in good order**