



Visual Branding Book

Spring 2020
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Table of Contents

 3. Creative Brief

 4. Mood Board/Materials

 5. Five Guiding Principles

 11. Business Card Mock-up

 12. Letterhead Mock-up

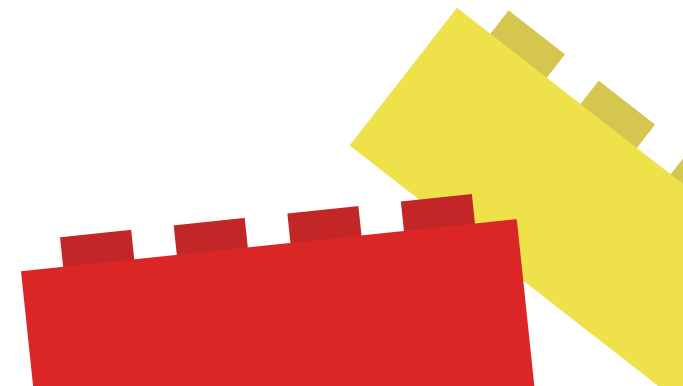
 13. Other Stationaries

 18. App Mock-up

 19. Website Mock-up

 20. Other Mock-ups

 21. Process Statement



Content Brief

Brand Description: Lego is a toy production company that makes plastic bricks that connect together. Lego doesn't really have that much competition in its target market. There are some similar Lego companies that try to replicate Legos like Megabloks but they are not as popular and well-known as Lego.

Project Summary: The goal of this project is to rebrand the Lego logo and improve it from its current state, which lacks any feeling of fun or creativity.

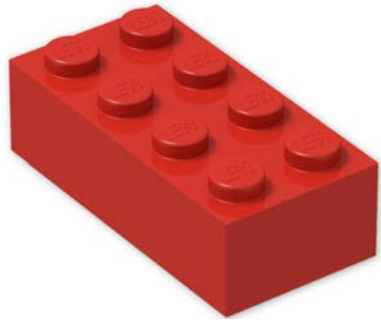
Target Audience: The main target audience for Lego are children and teenagers, but Lego can appeal to any age group.

Desired Message/Tone: I want the message with the logo to be playful and symbolize the creative aspect of the toy.

Problem Analysis: The current Lego logo is just too plain and boring. For a company that is known worldwide for its creative toy, its logo doesn't do anything to help express this creativity. I think that adding an image of a Lego brick or minifig would greatly communicate to the viewer that Lego is a fun and creative brand while also showcasing its product as well.



Mood Board/Materials Palette



Carpet
(White)



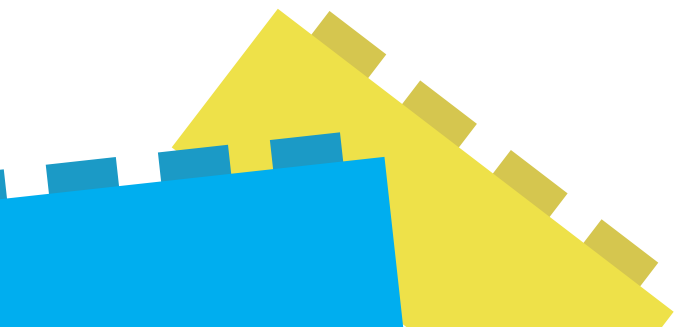
Wood
(White)



Countertop
(Red laminate)



Fabric
(Cotton)

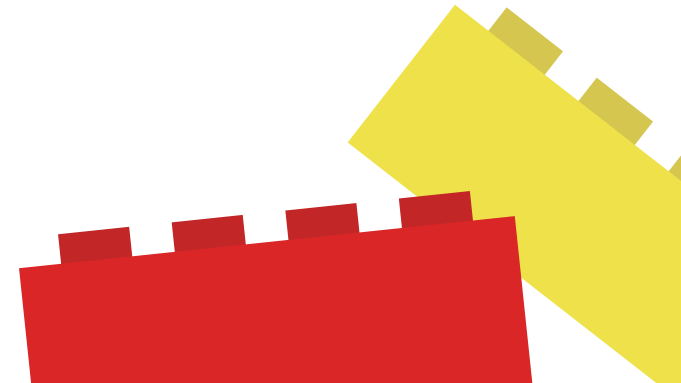
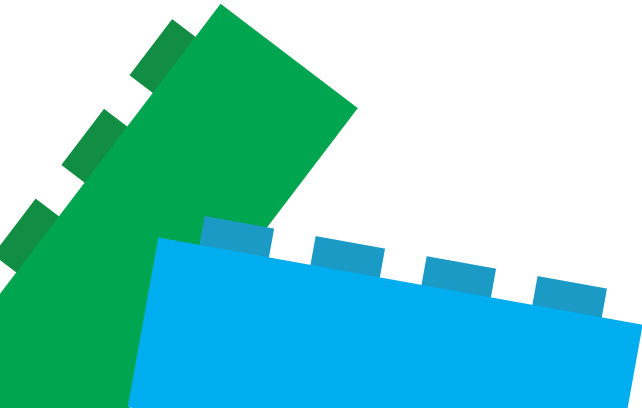




What is



?





FUN

The joy of building



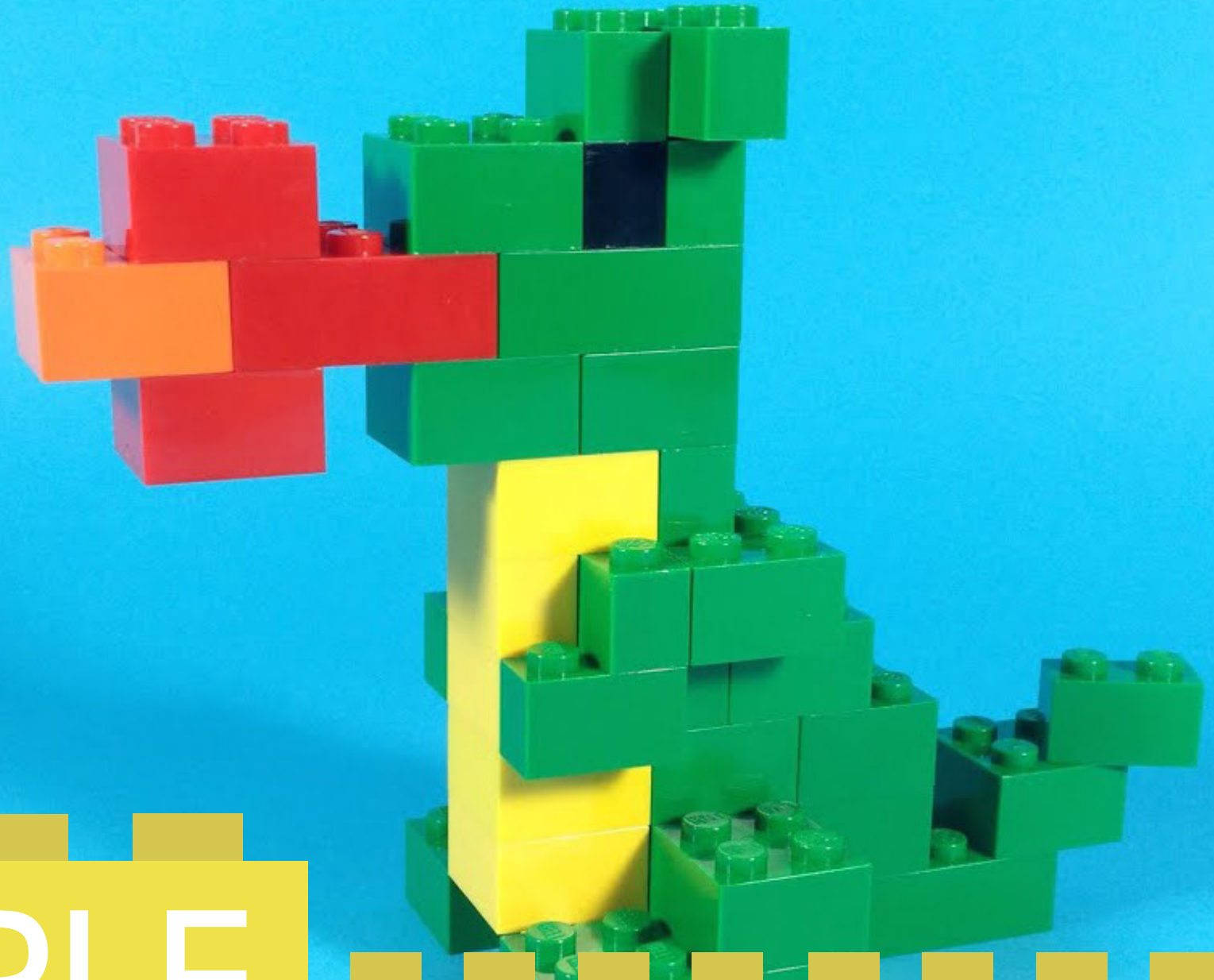
CREATIVITY

The ability to make anything



COLORFUL

Bringing life into your creation



SIMPLE

Easy designs for all builders



TIMELESS

Fun for everyone

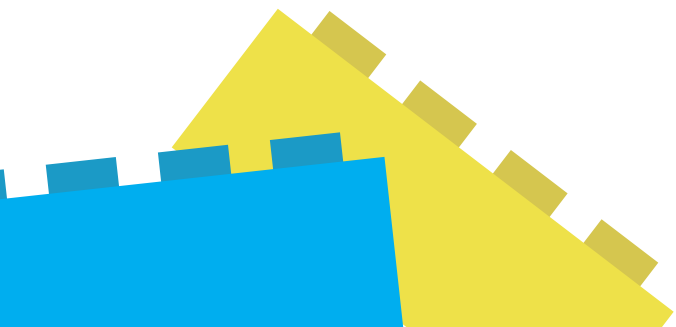
Business Card Mockup



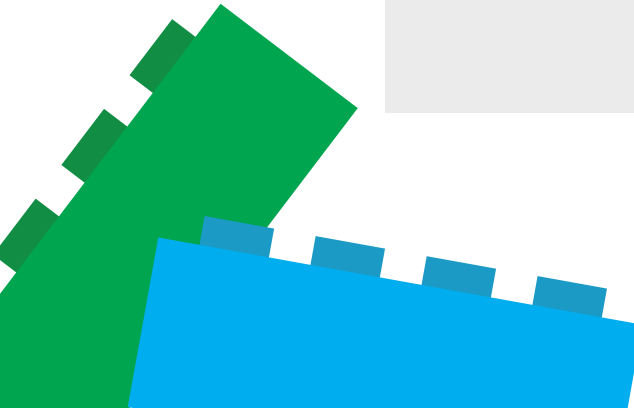
Letterhead Mockup



Shirt Mockup



Bag Mockup



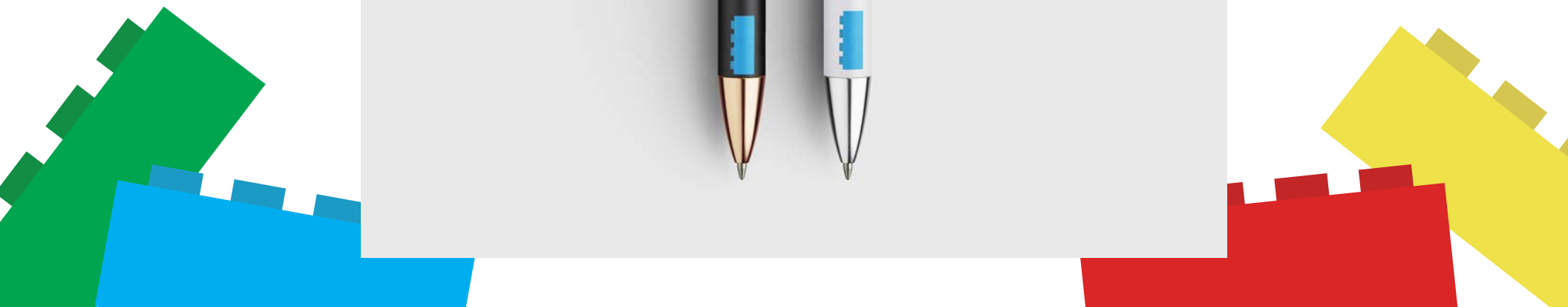
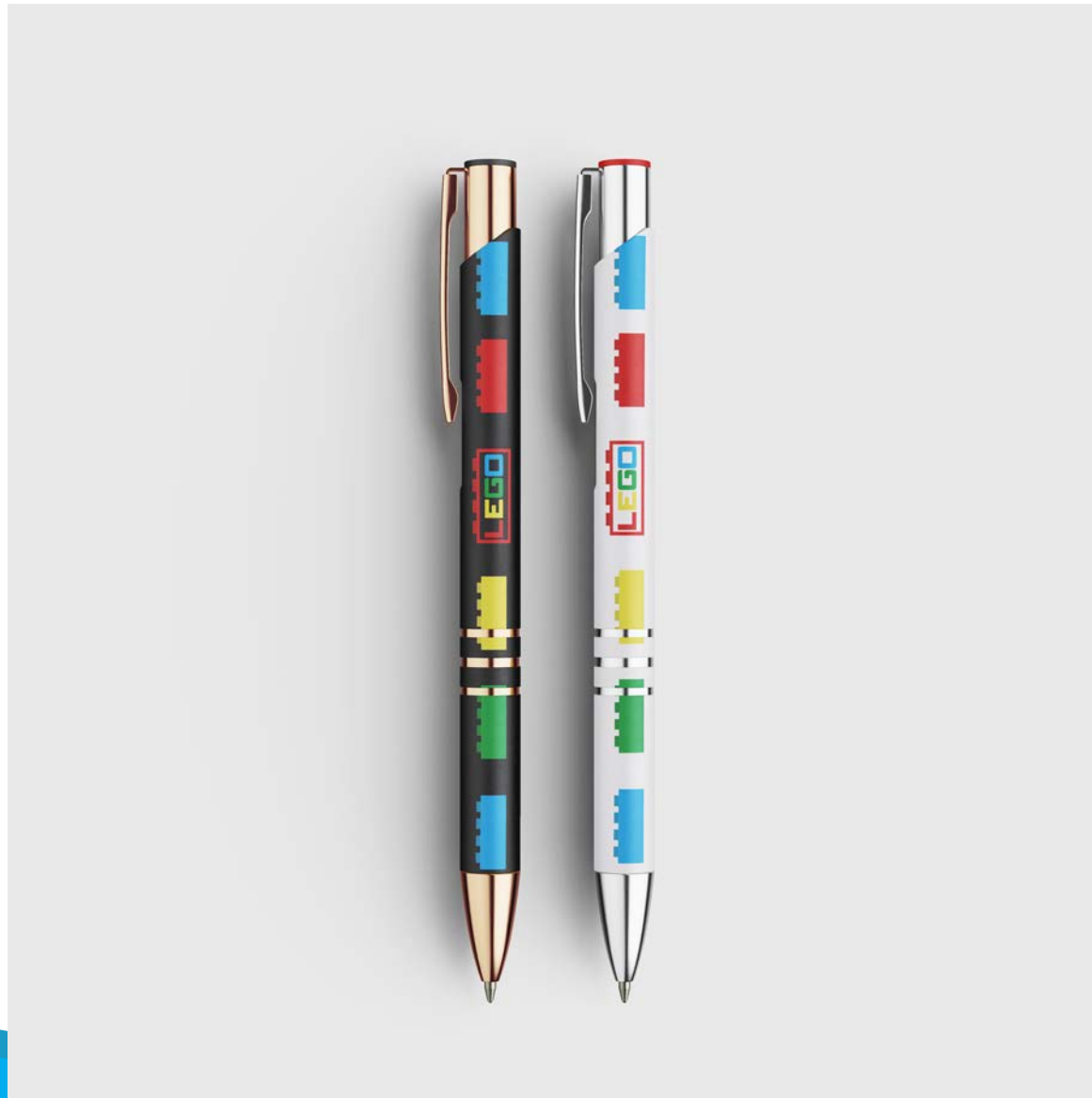
Box Mockup



Mug Mockup



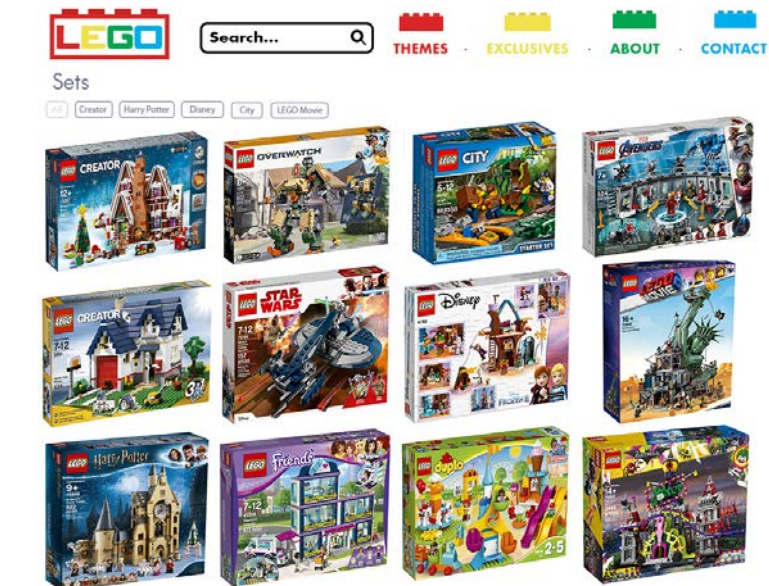
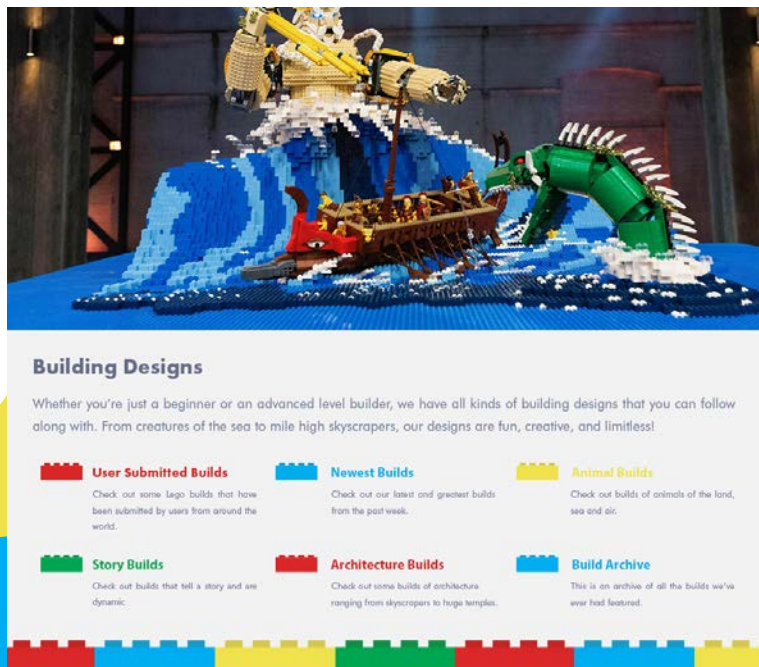
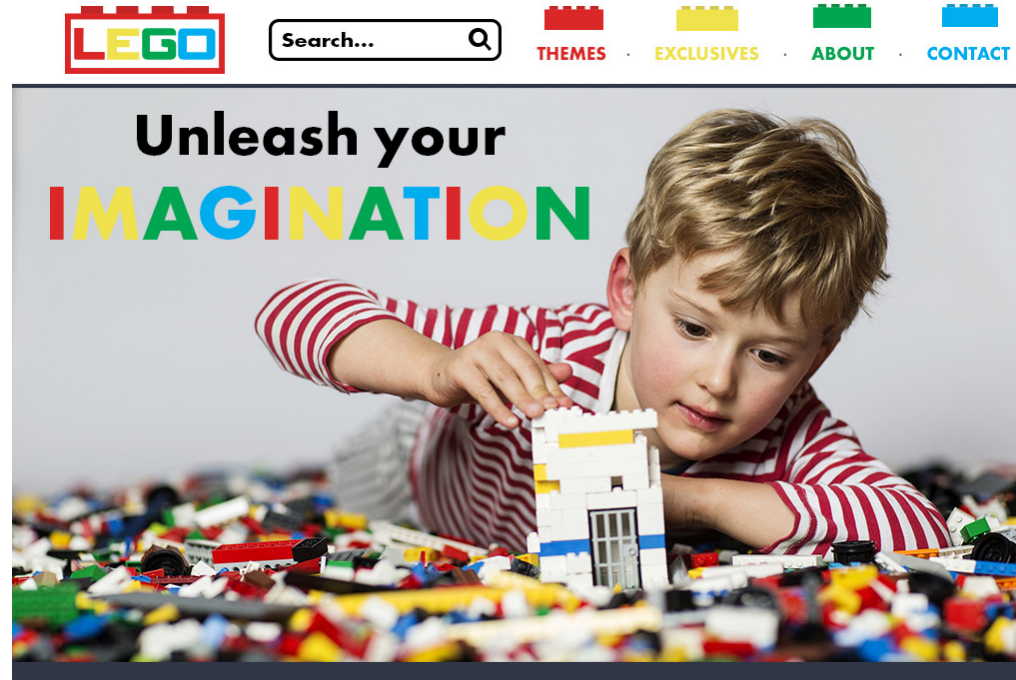
Pen Mockup



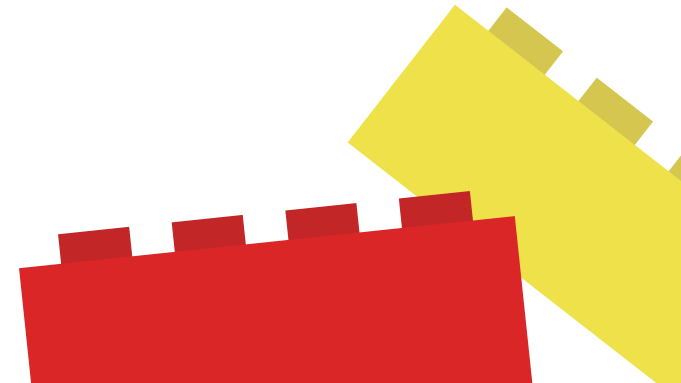
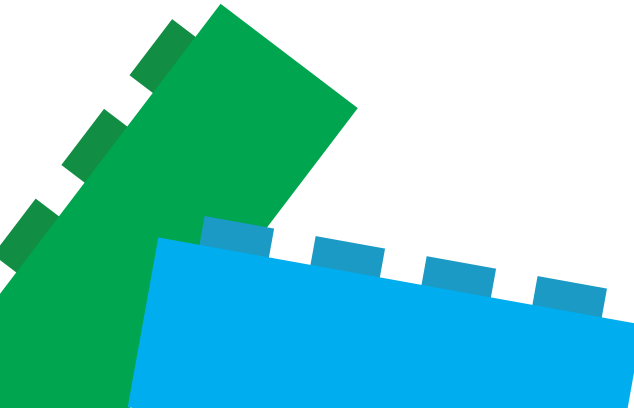
App Design



Website Design



Van and flag mockups



Process Statement



The goal of this rebranding was to vastly improve the old Lego logo which has roughly remained the same since the 1930's. I believe that this new Lego logo breathes more life and creativity into the brand than the previous logo did. The old logo fell flat when it came to expressing its product and the playfulness that comes with it. Adding the brick shape and a variety of bright colors to the letters helps with defining what Lego really is about; the simplistic, connectable brick that is known worldwide and the possibilities that one can make with them.

