

HOW TO COME OUT OF NOWHERE WITH CANON WING

Visual Story Telling Using The 3 Types Of Logos *Transcript*

I'm sitting on the steps of the Metropolitan Museum of Art to talk to you about the importance of visual storytelling and what that really is. You might be thinking that the images that you put up could be a whole spectrum of images and it doesn't really matter what the image, it's what you say. But visual storytelling is ancient. It's the truth. It's who we are as humans. It's how we first telegraphed to each other what it is to be human, what it is to go through the human experience, how to survive it, how to thrive in it. Inside the Met there is an amazing exhibit of Egyptian art with the hieroglyphs and the paintings on the wall and the carvings. And you think about who we are as humans. We are visual creatures. And your visual branding is projecting your story. So, what is the story that you want to tell and what are the images that belong inside of your brand and what are the images that don't.

There's some art that doesn't belong in the Metropolitan Museum of Art. Certainly my childhood drawings don't. I don't know if any of my art could possibly be in the Metropolitan Museum of Art. That's what makes it so cool right. It's curated. It's thought out. It's well orchestrated. There's so many layers to their visual branding including architecture. The architecture of your brand will determine the emotional flow of each individual that enters your brand. Architecture is very subtle, but so powerful. Right now, the architecture is affecting me, and my feeling, and my emotions as I'm sitting on these giant steps of this cathedral of art. Oh my God. Makes me want to jump back in there and see some more amazing art. And I hope it makes you inspired to consider the visual storytelling in your brand and what images, what colors, what kind of emotions belong inside your brand and what does not.

I was recently helping out a client of mine, Darren Orlean, amazing client. He created Super Life. And when he was first putting his branding together, there were some images on the website that didn't

belong. They were images of traffic and concrete. And he's the Ingredient Hunter. He's going out to the wild for us and bringing us back fresh nutrients so that our bodies can live the super life with us. So, they were brand. Ask yourself: What images are on brand for you and what images are off brand for you? So that you can tell your story eloquently and make it feel like curated beautiful artistic expression of your visual story like the Met.

What are the three types of logos that you can create for your brand. Number one there is the image based logo which is an image that can stand on its own and represent your brand: the Lacoste Crocodiles like that everyone is still wearing that shirt, still are. The Apple symbol of course. The Target symbol. You see that red and white target and you know it's a target store without seeing the name.

Then there are the logos that are word based, solely the word, like Google or Disney or Coca-Cola. It's the letters themselves and the font and the color become the icon, the logo of the brand.

Then there's a combination of the two. Which would be something like Little Caesars, Domino's Pizza does this, McDonalds. You see the word McDonalds with the M behind it. So, is your brand going to have a logo that is an image based that has the impact. The words stand alone or a combination of the two. Pretty straightforward. Work it out in the worksheets below that you can download. And decide which of those three are best suited to tell your brand story.