

IO3 – S10

BRANDING:
LOGO & WEBSITE
STRUCTURE



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Logo & Website Structure

Module S1:1

Pre-Assignment: 30 minutes

Think of some of the well known logos of companies, brands, and services you regularly use.

Write down pros and cons for each of them.

Think about:

Does the logo tell you what they do?

Does the logo contain an image or text, or both?

If you didn't know the company, could you guess what it was?

Logo & Website Structure

Module Objectives

By the end of this module:

- ***Participants will develop their own logo***
- ***Participants will know the different website structures, and identify which type will compliment their social enterprise or business.***

Logo



A logo can be made up of many things, it can be a symbol plus text or just text – what it does is identifies a business or cause.

A logo can show what a company does and what the brand values – but not always (think Penguin Books and Shell petroleum).

Logo design is all about creating the perfect visual brand mark for your social enterprise or business.

Logo

Look at the three logos from successful social enterprises.

Can you guess what type of enterprise each is?



Logo



Fresh Bread,
Fresh Start.

Supporting refugees and young people
seeking asylum into employment through
artisan baked goods.

www.breadwinners.org.uk

Logo



Textbooks for Change

Textbooks for Change provides students with inexpensive textbooks and gives them an opportunity to help others around the world. They donate thousands of books to African Universities every year, as well as allocating 50% of its proceeds from book sales directly to micro-finance loans and mentorship to entrepreneurs. "Help us change the world -- one book at a time."

www.textbooksforchange.com

Logo



Clean for Good is a business with a social purpose. We are an award-winning Living Wage Employer cleaning company, delivering ethical cleaning for London.

<https://www.cleanforgood.co.uk/>

Logo

Put simply, a logo identifies. It's how your company is recognised and remembered.

It also functions as the face of your business.

Watch the video and make notes about the 9 simple steps:



<https://youtu.be/uCmyvH-I1iQ>

Logo

There are hundreds of free and low-cost logo makers on the internet.

Try using different ones – perhaps your website builder has an option e.g. Wix.

Wix Logo Maker created these ones in less than 5 minutes.



Social
Enterprise
Supporting your ideas



**SOCIAL
ENTERPRISE**
Supporting your ideas




Social Enterprise
Supporting your ideas



 JOINT
VENTURE

Logo

1. Start With Your Story

Write a paragraph about your idea for a social enterprise:

Who are your customers?

What difference will you make?

What exactly will you be doing?



Logo

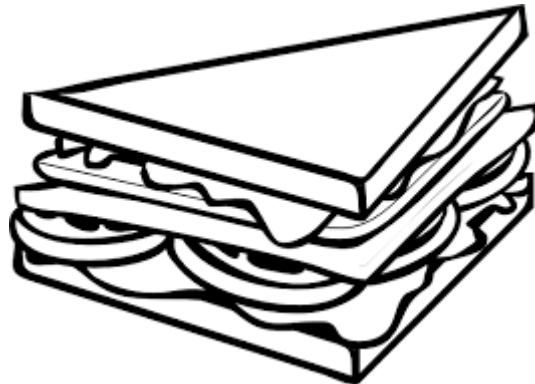
1. Start With Your Story ✓
2. **Brainstorm Words That describe Your Brand**

E.g. My takeaway sandwich company



Logo

1. Start With Your Story ✓
2. Brainstorm Words That describe Your Brand ✓
3. **Sketch Ideas Based on These Words**



Logo

1. Start With Your Story ✓
2. Brainstorm Words That describe Your Brand ✓
3. Sketch Ideas Based on These Words ✓
4. **Test Your Top Sketches With Your Buyers**



Logo

1. Start With Your Story ✓
2. Brainstorm Words That describe Your Brand ✓
3. Sketch Ideas Based on These Words ✓
4. Test Your Top Sketches With Your Buyers ✓
5. **Refine Your Chosen Sketch**



Logo

1. Start With Your Story ✓
2. Brainstorm Words That describe Your Brand ✓
3. Sketch Ideas Based on These Words ✓
4. Test Your Top Sketches With Your Buyers ✓
5. Refine Your Chosen Sketch ✓
6. **Develop Your Logo's Layout on a Free Design Platform**



Logo

1. Start With Your Story ✓
2. Brainstorm Words That describe Your Brand ✓
3. Sketch Ideas Based on These Words ✓
4. Test Your Top Sketches With Your Buyer ✓
5. Refine Your Chosen Sketch ✓
6. Develop Your Logo's Layout on a Free Design Platform ✓
7. **Refine colour**

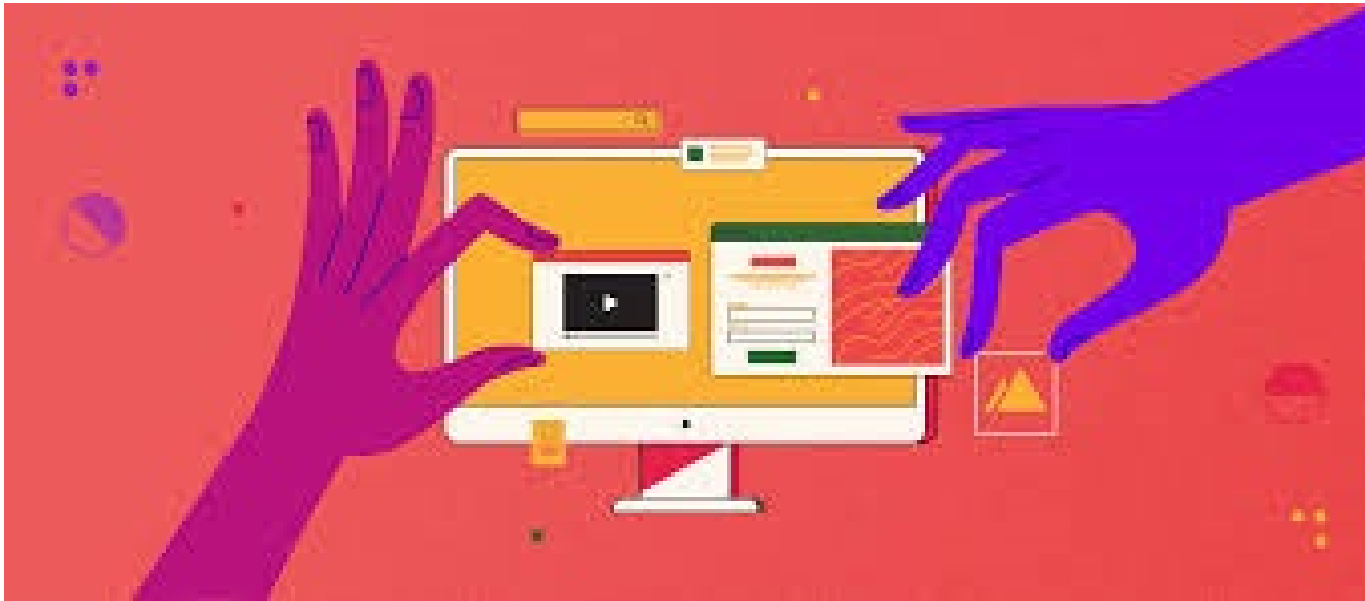


Logo

1. Start With Your Story ✓
2. Brainstorm Words That describe Your Brand ✓
3. Sketch Ideas Based on These Words ✓
4. Test Your Top Sketches With Your Buyer ✓
5. Refine Your Chosen Sketch ✓
6. Develop Your Logo's Layout on a Free Design Platform ✓
7. Refine your colour ✓
8. **Refine your font** - in this case I am happy with it so no changes ✓



Website Structure



Website Structure

What is website structure?

A website's structure helps your customer by understanding, discovering, and predicting patterns.

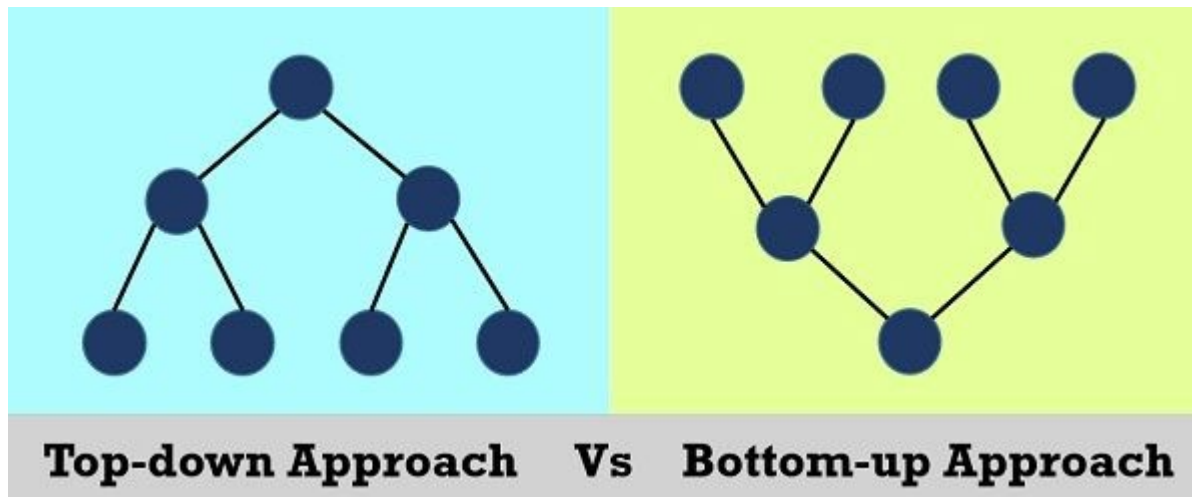
A proper website structure also helps your customers to find information easily. They feel satisfied when they find information quickly – have you ever tried to find how to contact a business but get lost navigating the site?



Website Structure

A well thought out website structure is necessary for easy to access content.

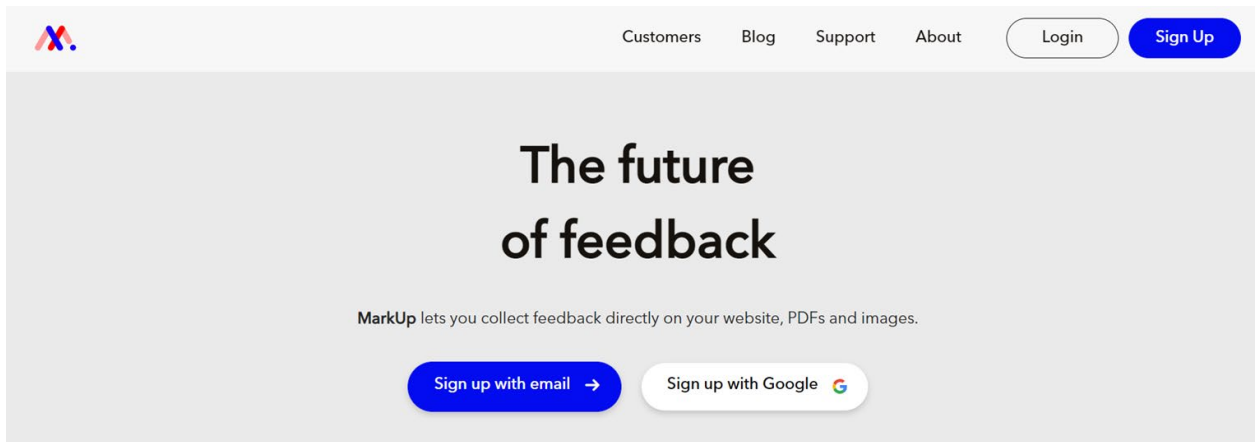
When considering how to set yours out, you can typically choose from either a top-down or bottom-up approach based on your goals.



Website Structure

Top-down approach

A top-down approach focuses first on general categories of the content. Content can logically be broken down into categories, arranged from the top of the screen.

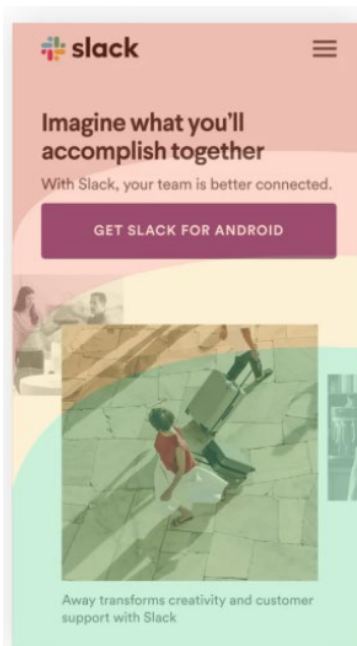


<https://www.markup.io/>

Website Structure

Bottom-up approach

The bottom-up approach is, as you can probably tell, the opposite of the top-down approach. It is commonly used on mobile apps.

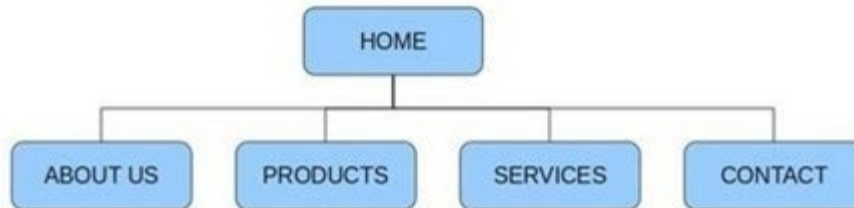


Website Structure

Is there an ideal site structure?

Perhaps the most basic structure can be looked at like a pyramid but we will discuss others too.

Having a home page, categories, subcategories, and individual posts and pages



Website Structure

Home page

The home page is at the top of the pyramid. It acts as a hub for the visitors of your site.

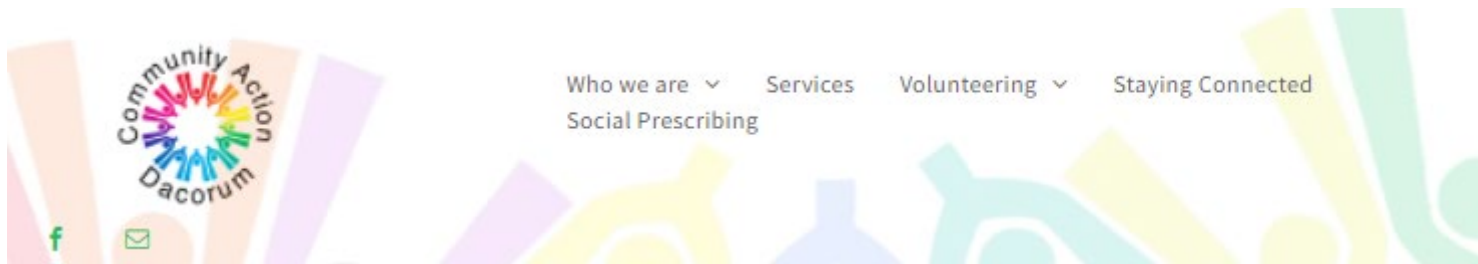
Always link to your target or popular pages from the home page.



Website Structure

Categories

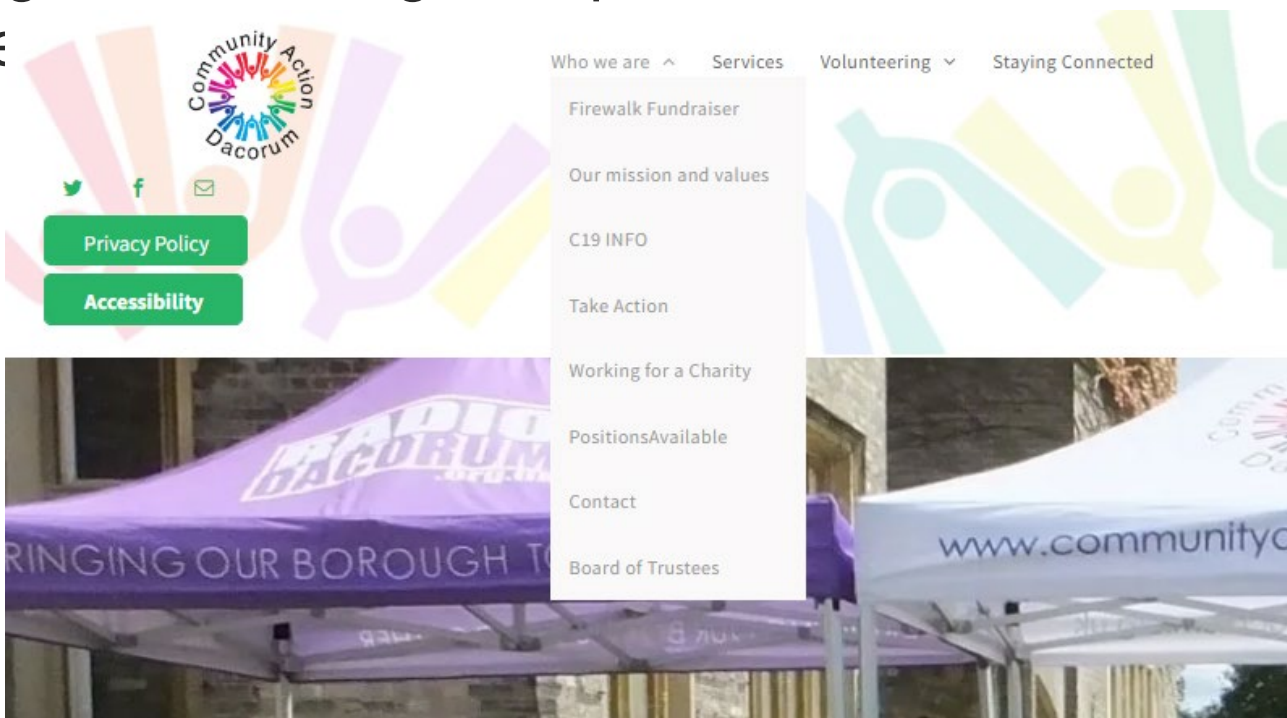
A valuable part of a website's structure. This allows users to make decisions faster and easier if you have well thought out categories accessible on the landing page.



Website Structure

Subcategories

These play a major role in defining a website's structure. Many large businesses and municipalities have vast content on their web pages. Subcategories provide a structured menu

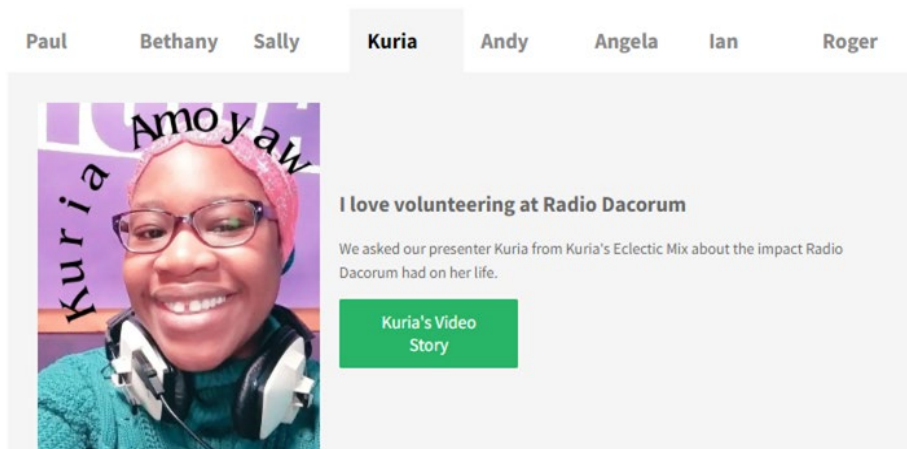


Website Structure

Individual posts and pages

Individual posts and pages are the basic elements of a website.

You can focus on how to create a meaningful information hierarchy within every page, so the user has less to consider when it comes to consuming content.



Website Structure

There are many ways to define the most popular website structures.

Having an understanding of website structures will make it easier for you to create a meaningful website.

We will focus on the four main types of website structures Adobe outline.

Website Structure

The hierarchical model

One of the most common types of site architecture. The hierarchical model is similar to a tree in that it has a trunk (like a homepage) that branches out into categories and pages.

Sites like CNN.com and BBC.co.uk are great examples of hierarchical models.

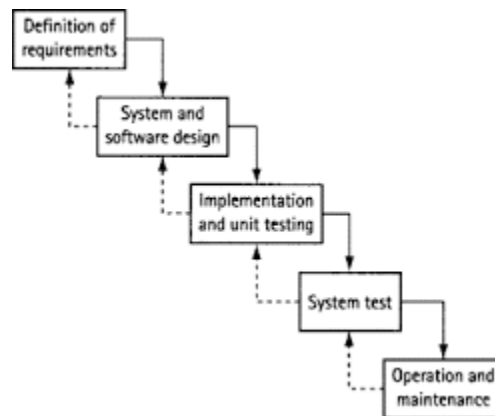


Website Structure

Sequential model

Sequential models are popular when you want to lead your customer somewhere using a step-by-step process.

Individual pages on wikiHow.com are strong examples of pages designed with sequence in mind.



Website Structure

Matrix model

The matrix model is one of the oldest site structure types on the internet.



This model is unique and non-traditional in its behaviour. A matrix-type structure gives users options to choose where they want to go next. These types of sites are best navigated via search or internal links. Wikipedia is a great example of the matrix model.

Website Structure

Database model

A database model is a dynamic approach to the website structure suited to the bottom-up approach.

Medium.com and its posts and pages are a great exam model.



Logo & Website Structure

<https://xd.adobe.com/ideas/process/information-architecture/different-types-of-website-structures/>

<https://youtu.be/uCmyvH-l1iQ>

<https://blog.hubspot.com/marketing/how-to-design-logo>

<https://www.smashingmagazine.com/2019/08/bottom-navigation-pattern-mobile-web-pages/>