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M4 - CRAFTS ONLINE

CRAFTING 50 & BEYOND
DIGITAL ENABLER FOR OLDER CRAFTSMEN'S BUSINESSES

In this module, we will talk about:

01   Visual identity

02   Online portfolio

03   Internet presence

04   Dissemination

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CREATING CONTENT

Aim:
Understand the relevance of online stores and websites for business.

Objectives:

1. Understand how to sell online;

2. Create online selling channels;

3. How to create an online presence.

01 – Visual identity

What does "visual identity" mean?

"Create your own visual style… let it be unique for yourself and yet identifiable for others" (Orson Welles).

✓ Allows your audience to easily identify your company, to catch its attention and contributes to build its credibility.

✓ It refers to any visible components such as a logo or brand colours that help customers identify a brand.

✓ It's a way to address your audience's emotions through images and graphical elements, witch are perceived immediately, hence their importance for your business.

✓ Creates your brand first impression.

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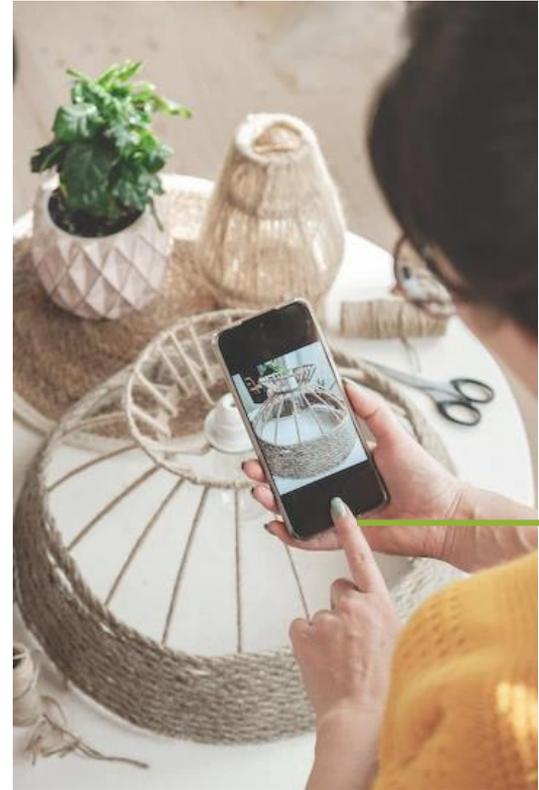
O1 - Why does a visual brand identity matter?

Your brand's visual identity is what influences perception and leaves a lasting impression.

Benefits:

Differentiation

Creating a unique and recognizable visual identity is what sets brands apart and promotes differentiation.

Relatability

If your target audience finds your brand appealing and easy to understand, it will make it that much easier for them to relate to it.
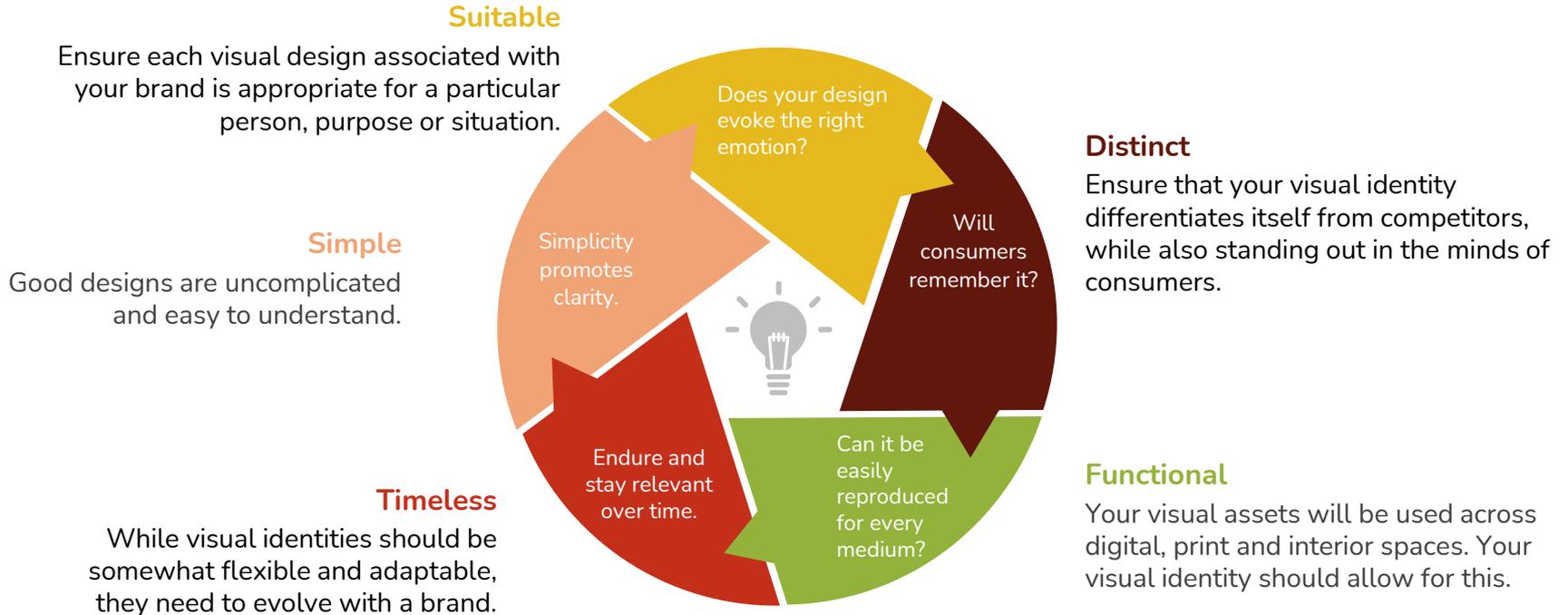
Consistency

Supports a reliable customer experience, ultimately fostering brand loyalty. Recognizing the product will foster the consumer prefer.
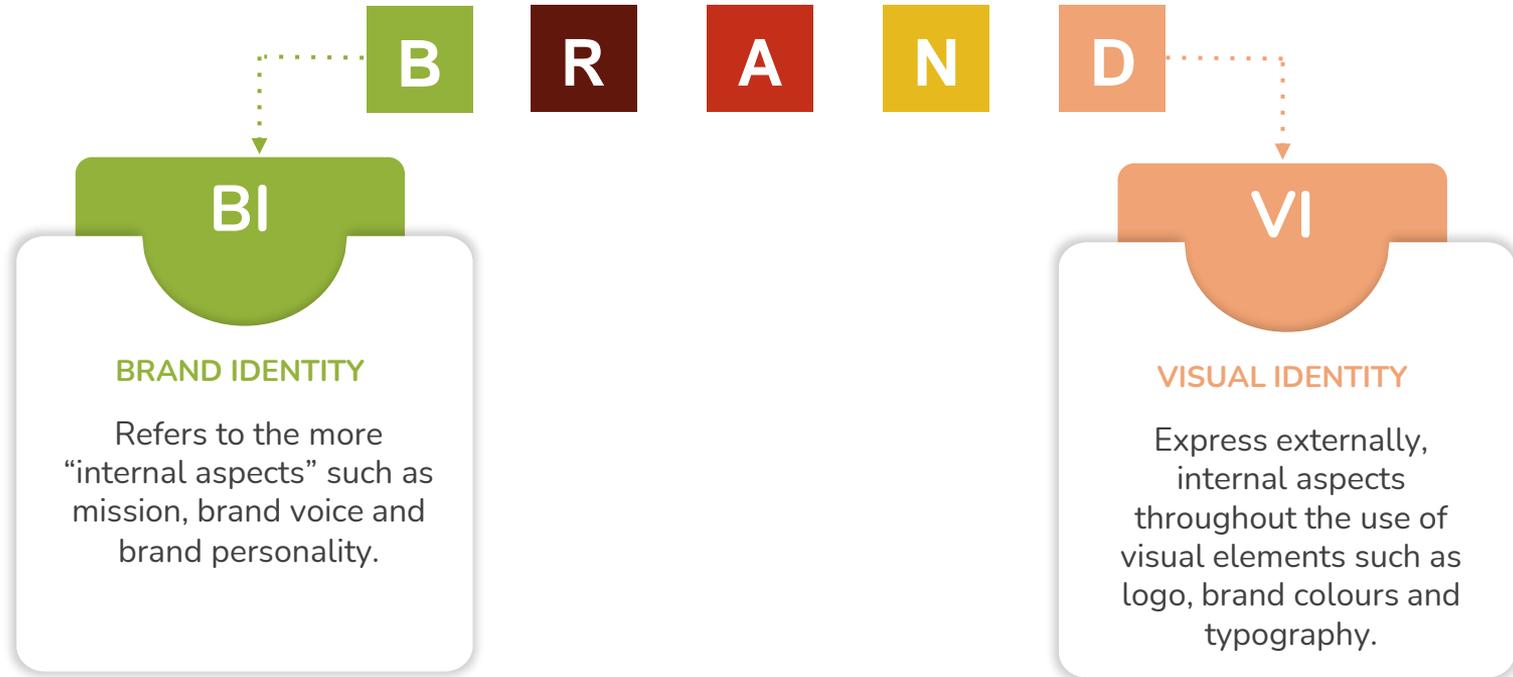
Loyalty

Customers are loyal to brands that they know and trust. Recognition and familiarity of a product or service tightens the consumer connections to it.

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O1 - What makes a good visual identity?

Suitable
Ensure each visual design associated with your brand is appropriate for a particular person, purpose or situation.

Simple
Good designs are uncomplicated and easy to understand.

Timeless
While visual identities should be somewhat flexible and adaptable, they need to evolve with a brand.

Does your design evoke the right emotion?

Simplicity promotes clarity.

Will consumers remember it?

Endure and stay relevant over time.

Can it be easily reproduced for every medium?

Distinct
Ensure that your visual identity differentiates itself from competitors, while also standing out in the minds of consumers.

Functional
Your visual assets will be used across digital, print and interior spaces. Your visual identity should allow for this.

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O1 - Brand identity Vs. Visual identity

B **R** **A** **N** **D**

BI

BRAND IDENTITY

Refers to the more "internal aspects" such as mission, brand voice and brand personality.

VI

VISUAL IDENTITY

Express externally, internal aspects throughout the use of visual elements such as logo, brand colours and typography.

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O1 - How to build your visual identity?

Visual identity should amplify the intended message of the brand so you want to learn more and follow along. Over time, customers' continued exposure to your brand will foster associations and create emotional responses, oftentimes triggered by visual cues.

Visual identity must work for both offline and online branding.

SOME TIPS WHEN YOU DEFINE YOUR VISUAL IDENTITY:

Play on emotion

Be easy to understand

Create a logo

Embed videos

Create a graphic chart

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O1 - How to build your visual identity?

To build a visual identity you must define and put together different elements:

VI

VISUAL IDENTITY

Express externally, internal aspects throughout the use of visual elements such as logo, brand colours and typography.

THE LOGO

COLOURS

TYPOGRAPHY

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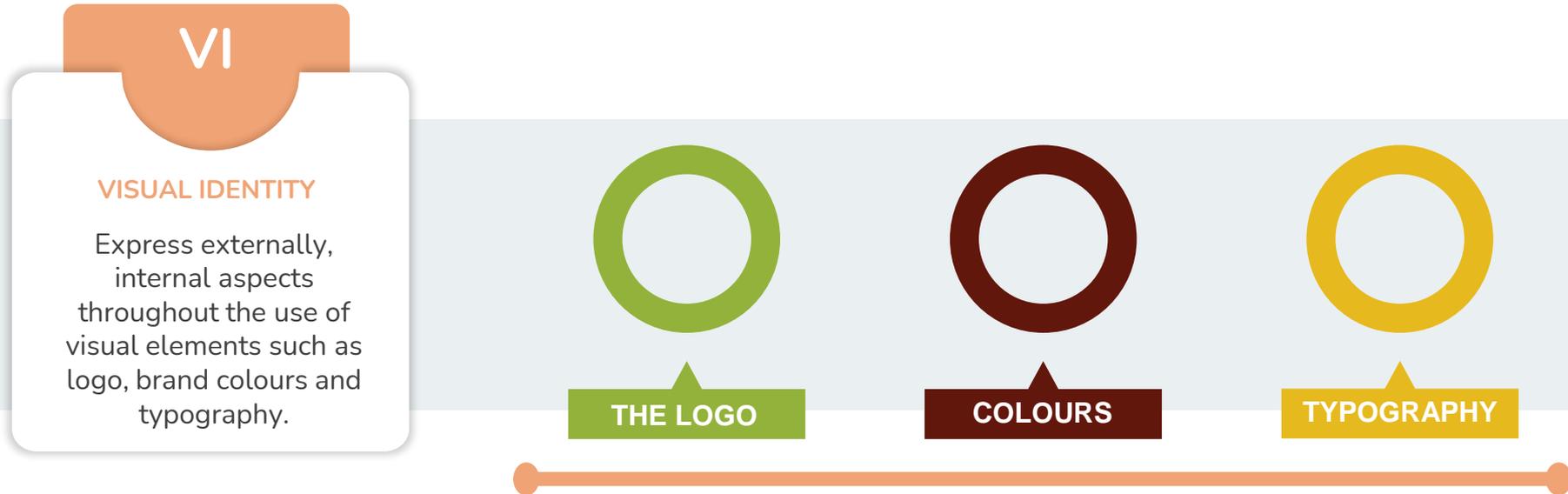
O1 - How to build your visual identity?

THE LOGO

✓ The logo is the main element of your brand's identity and has to be used on all your communication media.

✓ A successful logo is a logo that manages to evoke the values and positioning of your company with very few graphic elements.

✓ A good logo is simple, understandable, and easily memorised. It must also be adaptable to different media and formats (black and white version / colour version, format, size, ...).

✓ Your logo needs to convey what you do and have imagery that sticks into the minds of the people who see it.

O1 - How to build your visual identity?

THE LOGO

ACTIVITY - LOGO ANALYSIS

Activity: Each craftpeople will share their own logo

?

How do they evoke the identity of the brand, the personality of the craftsperson and the profession?

O1 - How to build your visual identity?

ACTIVITY - LOGO ANALYSIS

1

2
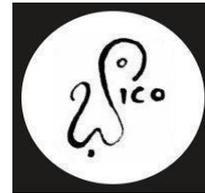
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O1 - How to build your visual identity?

ACTIVITY - LOGO ANALYSIS

9

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O1 - How to build your visual identity?
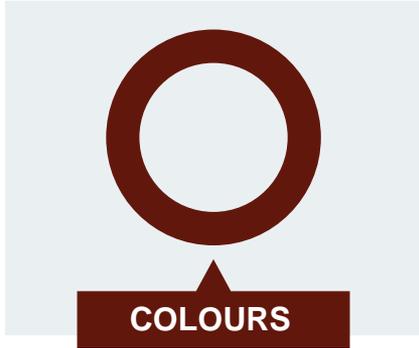
COLOURS

✓ Research suggests that between 62% to 90% of consumer decisions are based on colour.

✓ Choose colours that are functional and appropriate. Since your brand colours will be used in diverse contexts, the palette must be versatile.

✓ Any visual element is characterised by two components: shape and colour. The choice of colours needs to fit what you are trying to convey.

Blue evokes security and trust.

Orange is the least favourite colour of 33% of women

Black is assertive, authoritative, mysterious and sophisticated.

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O1 - How to build your visual identity?
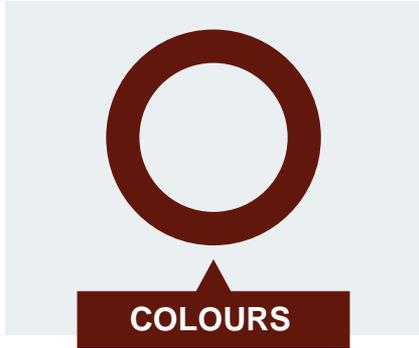
COLOURS

Green has a relaxing, calming effect.

Pink has a profound physical and psychological effect.

Purple is often associated with creativity and luxury.

Red is the most emotionally charged colour.

Yellow, it's a love or hate colour.

White means clarity and it's used to increase our perception of space.

✓ According to these symbols and meanings, which colours fit your activity and brand better?

✓ A word of advice: for the logo, do not exceed three colours. Beyond that, it will make your logo difficult to read, difficult to understand and therefore difficult to remember.

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O1 - How to build your visual identity?
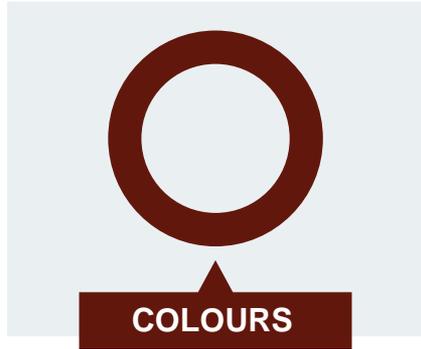
COLOURS

ACTIVITY - COLOUR ANALYSIS

CON

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O1 - How to build your visual identity?
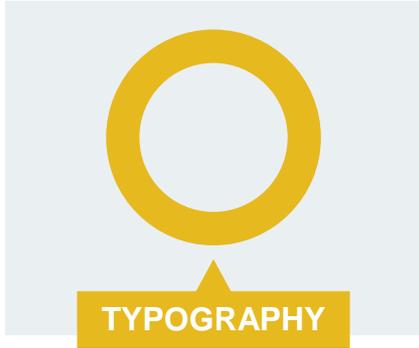
TYPOGRAPHY

✓ Can be used for the logo and is part of your visual identity.

✓ Typography is used on all your communication text media.

✓ The choice of the FONT depends on the image you want to transmit.

✓ You can choose several fonts for your brand (i.e. for your headers, sub-headers, paragraphs...) but make sure they play well together.

✓ Keep it simple.

✓ Should be: readable, enduring, versatile, functional, communicative.

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O1 - How to build your visual identity?

There are different families of fonts:

TYPOGRAPHY
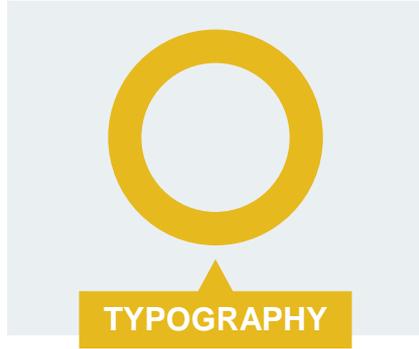
SERIF FONTS

Garamont
Garamont
GARAMONT

ABC
serif

Times New Roman
Times New Roman
TIMES NEW R.

ABC

Classic, elegant, tradition history formal

SANS SERIF FONTS

Arial
Arial
Arial

ABC
sans serif

HELVETICA
Helvetica
HELVETIC

ABC

Modern, friendly, simple, clear, legible, commerce

SCRIPT FONTS

Script
Script
SCRIPT

Script
Script
SCRIPT

Handwriting, personal, friendly, less readable, not for web

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O1 - How to build your visual identity?
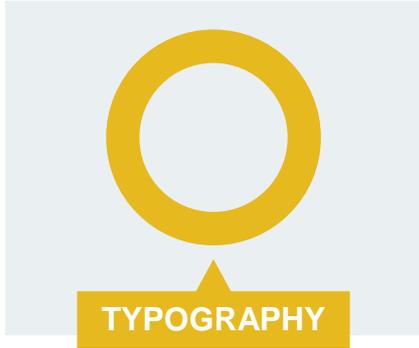
TYPOGRAPHY

To help you identify a typography consistent with your brand identity, let's recall some codes:

✓ A slanted typeface (*in italics*) evokes movement, flexibility, dynamism.

✓ A **thick** font evokes power, strength.

✓ A thin font evokes elegance.

✓ The use of CAPITAL LETTERS evokes seriousness, distance, prestige.

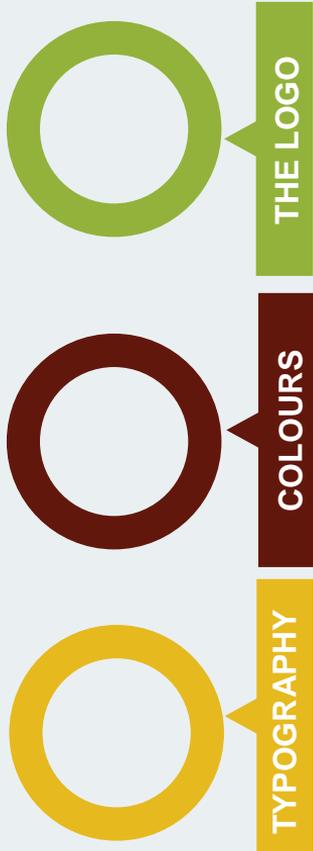✓ The use of lowercase, on the contrary, evokes the affective, youth.

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O1 - How to build your visual identity?
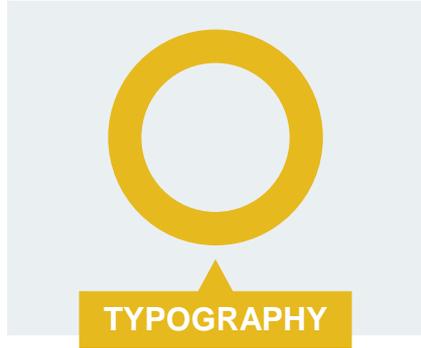
TYPOGRAPHY

ACTIVITY - TYPOGRAPHY ANALYSIS

LEROUX   LEROUX

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O1 - How to build your visual identity?

THE LOGO

COLOURS

TYPOGRAPHY

As you're developing the components of your visual identity, test the evolving identity against these questions:

? Am I portraying a trustworthy environment?

? Am I providing immediate value to my customer?

? What can I do to get them to want to learn and discover more about my brand?

? How can I communicate my message with the least amount of words?

? What words can I translate into images?

? How minimalistic can I be and still deliver the message that I want to convey?

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O1 - How to build your visual identity?

SOFTWARES TO CREATE YOUR LOGO AND VISUAL IDENTITY

CANVA

ADOBE ILLUSTRATOR

PHOTOSHOP

AVAILABLE CorelDraw

More software's here

GRAPHICS, ILLUSTRATIONS AND ICONS

✓ Visual elements serve as stylistic extensions of your brand. From simple lines and shapes to particular icons, these forms can carry specific functions.

✓ Hand-drawn illustrations can also bring a sense of personality and individuality, adding a more relatable touch when used in the right context.

✓ Regardless of how you integrate graphics and illustrations, these details contribute to your brand's overall visual identity and support continuity across every platform.

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02 - HOW TO CREATE YOUR ONLINE PORTFOLIO?

Visual identity, together with imagery and layout are the essential elements.

VI
VISUAL IDENTITY

Express externally, internal aspects throughout the use of visual elements such as logo, brand colours and typography.

I
IMAGERY

When choosing imagery pay attention to style, composition and the subjects featured in the photos or videos, ensuring your content is visually consistent

L
LAYOUT

Express externally, internal aspects throughout the use of visual elements such as logo, brand colours and typography.

An online portfolio is an opportunity to communicate your brand story through images and videos, strengthening your visual identity.

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O2 - HOW TO CREATE YOUR ONLINE PORTFOLIO?

IMAGERY

Element most related to the target audience.
Is the visual representation of your brand's core messaging.

Show some finished works as an example of what you can do with your skills and know how.

TIPS :

- Show videos of hands at work, tools, materials before transformation as well as of guided tours of the workshop are all visuals which will contribute to highlight the uniqueness of your work, even before you show the final product itself.

- Because crafts are human centred professions, imagery should include portraits and personal testimonials of you, as a professional.

- Highlight sustainability, use of natural materials, circular economy, recycling.

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02 - HOW TO CREATE YOUR ONLINE PORTFOLIO?

IMAGERY

Element most related to the target audience.
Is the visual representation of your brand's core messaging.

P.Damiens : Work in progress

M.Betanzos : Jewellery with natural elements

D.Marchal : Bookbinding Engraving Tools
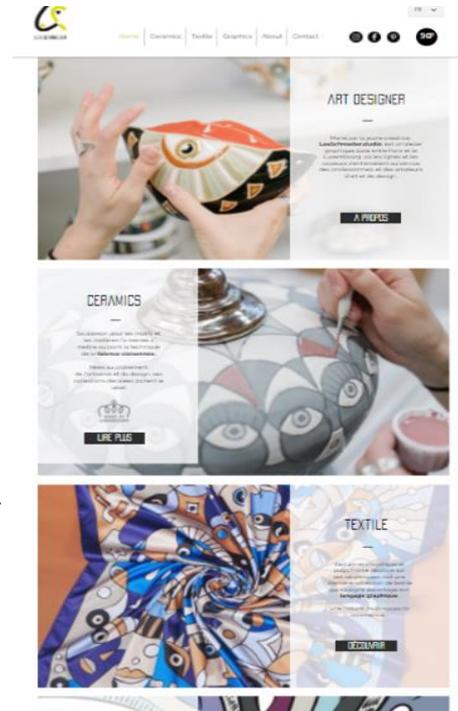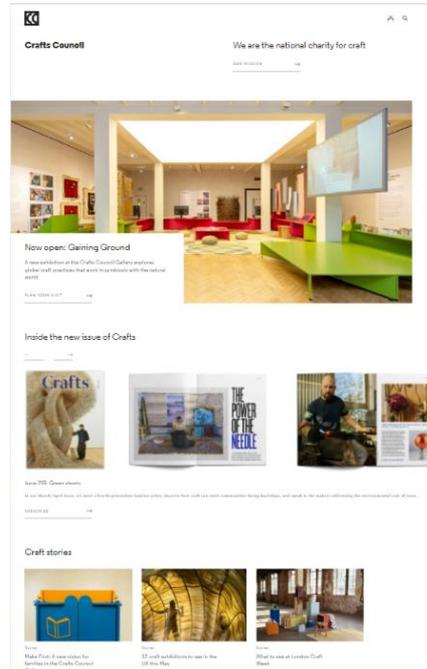
02 - HOW TO CREATE YOUR ONLINE PORTFOLIO?

L

LAYOUT

Way in which you organise the graphic elements on a communication medium.

When creating a website you have to choose a particular theme and create CSS PAGES (Cascading Style Sheets with an emphasis placed on "Style) to structure a web document with common and harmonious visual elements.

TIPS :

Be sure the layout is responsive (web pages will look good on all devices and will be automatically adjusted for different screen sizes and viewports.) Keep it simple, balanced, and coherent with your brand identity.

COHERENT WITH YOUR BRAND

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02 – HOW TO CREATE YOUR ONLINE PORTFOLIO?

L

LAYOUT

Way in which you organise the graphic elements on a communication medium.

BALANCED

RESPONSIVE

SIMPLE

Be consistent

Be sure there is coherence in colours, frames, layouts, typography and that after a few times somebody is seeing your visuals, they will remember.

Be consistent

Whatever channel you use for your communication and to establish your online visibility, ensure that all visual elements and text are consistent and will contribute to make your brand recognisable.

Be consistent

Make the difference

It is important to show your products. Considering the huge offer of products online you can only catch attention with very good images. Make them simple but take care of background, light and contrast. Valorize the materials they are made with and show possibly many views.

Make the difference

Crafts professionals have to distinguish themselves from mass production. It is therefore very important to catch the attention of people by making them discover the environment which is specific to each profession and to valorise it.

Be consistent

Make the difference

You

You

Because crafts are human centred professions, it is recommended to put yourself on the stage, better if at work. Use images and short videos to create a more personal contact with your audience.

Photos :
C.Cazzaniga
A.Cahu
A.d'Hooghvorst
Nuna
Gamberini
C.Cabiddu
D.Formigoni

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03 – Dissemination: How to program your presence on socials.

Common problem: dedicate time to post on a day-to-day base.

However it is recommended to keep posting regularly on each social, to keep your audience aware of what you're doing and connected with you.

Use tools like HOOTSUITE which is a **social media scheduler**, managing multiple networks and profiles and measures your campaigns. It will allow you to program your activity on socials for the next 10 days, allowing you to deal in one time your online presence.

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