

## 2.4 **BRANDING**

Branding in UI design is the process of incorporating a company's visual identity and personality into the user interface of a product or website. It involves using consistent colors, typography, logos, and other design elements to create a recognizable and cohesive brand image. Branding is essential in UI design as it helps users associate the product with the company and builds trust and familiarity.

### **The Need for Branding in UI Design:**

1. **Recognition:** Consistent branding elements help users identify the product with the company, even across different platforms and touchpoints.
2. **Trust and Credibility:** A strong brand presence instills confidence in users, making them more likely to engage with the product.
3. **Consistency:** Branding ensures a unified and cohesive experience, making the product feel more reliable and professional.
4. **Differentiation:** In a competitive market, branding sets the product apart from competitors, making it stand out in users' minds.

### **The Stages of Branding in UI Design:**

1. **Brand Strategy:** Define the brand's core values, target audience, and unique selling proposition (USP). This stage sets the foundation for the visual elements that will be used in the UI design.
2. **Visual Identity Design:** Create the visual elements that represent the brand, such as the logo, color palette, typography, and iconography. These elements should align with the brand strategy.
3. **UI Design Integration:** Incorporate the brand's visual identity into the UI design. Use the chosen colors, typography, and other elements to create a consistent and on-brand interface.
4. **Brand Guidelines:** Document the brand guidelines that outline how the visual elements should be used in the UI design. These guidelines ensure consistency across different designers and projects.
5. **User Testing:** Test the UI design with real users to ensure that the branding elements resonate with the target audience and provide a positive user experience.

By integrating branding into the UI design process, companies can create a memorable and cohesive user experience that reflects their identity and values, ultimately leading to increased user engagement and loyalty.

Branding can be realized via the set of visual elements, the most widely used of which are:

- Logo
- Brand Colors
- Typography: lettering as a part of the logo or full representation of the logo (wordmark); types and fonts used via digital as well as physical products representing the brand; Graphic elements such as, for example, illustrations, design of letterheads, business cards and other print assets;
- Templates for corporate presentations etc.

Branding is essential in user interface, especially in case when you want to use the interface as the additional flow of user attraction as well as the way to increase brand awareness. Branding includes a set of visual elements such as shape, dimensions, color or sound are all the contributing factors that make products memorable. People perceive visuals much faster than listening or even reading. According to UX, UI should reflect brand values and qualities through every illustration and interaction.

**Typography:** Content is a significant ingredient of a website. The product's credibility does depend on its' content but also on how you visually represent it. Fonts have personalities of their own; some appeal to your brand some don't such as the san serif font; old but approachable and can flatter you.

**Color Palette:** Colors impact people's emotions such as Red is for love and passion, orange is energetic and happy, yellow specifies deceit, blue is for trust, etc., and therefore, careful consideration is necessary when choosing a color scheme. Some biggest giants like Dell, Facebook, HP, and Intel are using blue in their logos to create a brand identity. Your web app UI design should also consider 'designing for accessibility', to cater to those who are color blind and hence, support readability.

**Micro-Interactions:** They are small animations but significant. These tiny interactions guide and keep the users engaged and hold the power to enhance the user experience and brand

identity. Invision and Stripe have exciting animations that leave a striking impression due to their eye-catching properties. Additionally, they can entice users and draw their attention to exactly where you want them to be. But they should be subtle and not overbearing.

**Visuals:** Images grab the user's attention immediately. Instead of using random images, choose images that tell a significant story. Stock images are easy to use but they don't usually convey the meaning, therefore, custom brand imagery in your web app UI design delivers a fine narrative consistent with the brand image.