

Identification	Subject	Branding, Identity & Logo Design DSN 207, 6AKTS
	Department	Architecture and design department
	Program (Undergraduate, Graduate)	Bachelors
	Term	Fall semester of the 2026/27 academic year
	Instructor	Elbay Aliyev Phd (c) in Architecture
	Email:	elbay.aliyev@khazar.org
	Classroom/hours	
	Subject	Neftchilar campus,
Prerequisites	-	
Language	English	
Compulsory/Elective	Election	
Textbooks and course materials	1. Wheeler, Alina. <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>. 5th ed., John Wiley & Sons, 2018. 2. Evamy, Michael. <i>Logotype</i>. Laurence King Publishing, 2012. 3. Müller, Jens. <i>Logo Modernism</i>. Taschen, 2015. 4. Neumeier, Marty. <i>The Brand Gap: How to Bridge the Distance Between Business Strategy and Design</i>. New Riders, 2006. 5. Lupton, Ellen. <i>Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students</i>. 2nd ed., Princeton Architectural Press, 2010. 6. Meggs, Philip B., and Alston W. Purvis. <i>Meggs' History of Graphic Design</i>. 6th ed., John Wiley & Sons, 2016. 7. Airey, David. <i>Logo Design Love: A Guide to Creating Iconic Brand Identities</i>. 2nd ed., New Riders, 2014. 8. Ambrose, Gavin, and Paul Harris. <i>The Fundamentals of Graphic Design</i>. 2nd ed., Bloomsbury Visual Arts, 2019.	
Course description	Branding, Identity & Logo Design is an applied studio course focusing on the strategic, conceptual, and formal mechanisms of creating comprehensive visual identity systems. Visual language is structured through typography, chromatic systems, spatial grids, and symbolic form, taking into account market positioning and institutional identity. A unified studio-practice and project-based system. By developing the critical design perception of students during iterative sketching and software execution, mastering rigorous knowledge about logotype anatomy, brand touchpoints, and visual guidelines, which are integral elements of visual communication, and delivering coherent and grounded corporate identity projects through rigorous board presentations at the final review stages.	
Course objectives	Upon successful completion of the course, students will be able to: • Conduct thorough brand research, target audience segmentation, competitor auditing, and design brief formulation. • Deconstruct and apply core visual elements, including typography hierarchies, chromatic systems (RGB, CMYK, Pantone), and geometric layout grids.	

	• Execute iterative design processes from initial analog thumbnails to vector-based logotypes (monograms, abstract marks, pictorial marks, and wordmarks). • Synthesize a complete corporate visual identity system, including collateral design, packaging, and digital touchpoints into a cohesive Brand Guidelines manual (Brandbook). • Present and defend a complete visual identity system through professional digital presentation decks and large-format architectural presentation boards (50x70 cm).		
Learning Outcomes	Students should be able to demonstrate an understanding of: • The strategic relationship between brand strategy, positioning, and visual communication. • Historical and contemporary paradigms of logo design and corporate identity systems. • Technical production standards for print and digital assets (color management, vector geometry, resolution, paper stock, and printing finishes). • Structure and operational requirements of a corporate Brandbook. Students should be able to: • Translate abstract brand values into rigorous, distinctive visual symbols and logotypes. • Maintain strict visual consistency across diverse application scales and media formats. • Utilize industry-standard software (Adobe Illustrator, Photoshop, InDesign) for precision vector drawing and layout composition. • Curate, compose, and present design work on professional presentation boards demonstrating hierarchy, craft, and conceptual rigor.		
Teaching methods	Lecture	+	
	Group discussion	+	
	Practical exercises	+	
	Analysis of a practical issue	+	
Evaluation Criteria	Components	Date/deadline	Components
	Attendance		5
	Presentation		10
	Midterm exam		30
	Activity		15
	Final exam		40
	Final		100
Class Policy	Student performance is evaluated on a 100-point scale. Academic rigor, studio engagement, and regular project iteration are strictly enforced. Attendance (5 points) - Regular attendance is mandatory. Full attendance earns 5 points. One point is deducted for every two unexcused absences. If unexcused absences exceed the		

university limit of 25% of the total course hours, the student will not be admitted to the final examination session.

Activity (15 points) - The studio course operates through weekly desk-critiques. Students must show steady progress on their individual semester project each week. Active participation, responsiveness to critiques, and tangible sketch/vector progress earn 1 point per week up to a maximum of 15 points.

Presentation (10 points) - Each student must prepare and deliver an individual research presentation using PowerPoint prior to the midterm period. The presentation focuses on a critical brand audit and case study analysis of an established international or regional corporate identity system. The analysis must examine the company's brand positioning, target demographics, historical logotype evolution, typographic hierarchy, and cross-platform applications.

The presentation will be delivered in class within a designated 10-to-15-minute timeframe. Evaluation is based on analytical depth and market insight (4 points), visual structure and graphic design quality of the slide deck (3 points), and oral defense and delivery (3 points). The completed digital file must be submitted to the course folder on Microsoft Teams before the scheduled presentation date.

Midterm Examination (30 points) - The midterm evaluation assesses Phase 1 of the semester project. Students submit and present a comprehensive digital presentation deck (PDF / PowerPoint) covering: brand brief, target market research, competitor landscape, moodboards, conceptual narrative, sketch exploration, and the finalized vector logotype with grid construction and color systems. The presentation is evaluated on conceptual depth (10 pts), logotype craftsmanship and geometry (10 pts), and visual clarity of the digital deck (10 pts).

Final Examination (40 points) - The final evaluation is a formal defense of the completed corporate visual identity system. Students must present their project physically on two 50x70 cm vertically mounted presentation boards, accompanied by a bound physical Brandbook. The boards must display: brand mark geometry, typography and color palettes, collateral applications (stationery, packaging, spatial/environmental branding), and advertising mockups. Evaluation is based on system coherence and scalability (15 pts), graphic execution and typography (15 pts), and quality of board layout, finishing, and oral defense (10 pts).

Course Completion: An overall score of 60% and above is required to pass the course.

Academic Integrity & Conduct: All submitted design work must be entirely original. Plagiarism, trace-overs of existing logos, or unauthorized use of generative imagery without conceptual disclosure will result in an automatic zero (0) and disciplinary action. Mobile phone use and classroom disruptions are prohibited.

Tentative Schedule

We ek	Date/Day (tentative)	Topics	Textbook/Assignments
1		Introduction to Corporate Identity and Brand Strategy Course structure; difference between brand, identity, and logo; brand anatomy and stakeholder value.	Studio Task: Selection of project theme (new company or complete rebrand); drafting the project brief. Literature: 1. Wheeler, Designing Brand

			Identity, pp. 2–35; 2. Neumeier, The Brand Gap, pp. 1–45.
2		Brand Discovery and Market Research Competitor benchmarking, audience personas, brand archetype definition, and core values mapping.	Studio Task: Conducting brand audits; preparing visual moodboards and value matrices. Literature: 1. Wheeler, Designing Brand Identity, pp. 36–75; 2. Ambrose & Harris, Fundamentals of Graphic Design, pp. 10–42.
3		Morphology of the Mark: Logotype Typologies Wordmarks, lettermarks, pictorial marks, abstract symbols, emblems, and dynamic marks. Formal abstraction and semantic clarity.	Studio Task: Thumbnail sketching of logomarks (minimum 50 concept iterations on paper). Literature: 1. Evamy, Logotype, Introduction & pp. 10–65; 2. Müller, Logo Modernism, pp. 12–48.
4		Typography and Linguistic Identity Type classification, kerning, leading, typographic hierarchy, and the selection of brand typefaces (primary, secondary, and display).	Studio Task: Typographic stylization of the brand name; font pairing and custom lettering exercises. Literature: 1. Lupton, Thinking with Type, pp. 13–85; 2. Hyndman, Why Fonts Matter, selected chapters.
5		Vector Precision and Geometric Construction Bezier curves, optical balance versus mathematical precision, golden ratio applications, and grid systems in mark construction.	Studio Task: Digitizing selected sketches in Adobe Illustrator; constructing vector geometry and exclusion zones. Literature: 1. Airey, Logo Design Love, pp. 100–145; 2. Müller, Logo Modernism, Case studies.
6		Chromatic Systems and Brand Psychology	Studio Task: Developing primary and secondary brand palettes; testing contrast, legibility, and monochrome modes.

		Color theory in brand recall; managing color across profiles (RGB for screens, CMYK for offset, Pantone PMS for identity print).	Literature: 1. Wheeler, Designing Brand Identity, pp. 120–145; 2. Ambrose & Harris, pp. 60–90.
7		Phase 1 Synthesis and Pre-Midterm Review Editorial compilation of research, concepts, construction grids, and logotypes into a coherent digital deck.	Studio Task: Pin-up critique of logotype drafts; layout formatting of the digital midterm presentation. Literature: 1. Wheeler, Designing Brand Identity, pp. 146–175.
8		Midterm exam	
9		Collateral and Business Stationery Design Corporate stationery systems: business cards, letterheads, envelopes, badges, invoices, and digital communication templates.	Studio Task: Applying identity to corporate collateral; preparing precise print-ready files with bleed and cut marks. Literature: 1. Wheeler, Designing Brand Identity, pp. 176–205; 2. Ambrose & Harris, pp. 120–145.
10		Packaging and Industrial Brand Touchpoints Translating 2D identities onto 3D substrates; dielines, material selections, labels, structural packaging, and environmental impact.	Studio Task: Developing structural packaging mockups and labels for physical products/services. Literature: 1. Airey, Logo Design Love, pp. 150–185; 2. Meggs & Purvis, History of Graphic Design, selected packaging case studies.
11		Spatial, Environmental, and Outdoor Branding Wayfinding, environmental graphics, interior signage, trade show presence, and large-format outdoor advertising (billboards, transport).	Studio Task: Architectural visualization of the brand within interior/exterior spaces using realistic mockups. Literature: 1. Wheeler, Designing Brand Identity, pp. 206–235.

12		Digital Applications and Interface Identity Digital touchpoints: website headers, mobile app icons, social media kits, dynamic logo animations, and responsive screen scaling.	Studio Task: Layout design of responsive digital brand touchpoints and social media identity assets. Literature: 1. Lupton, Thinking with Type, pp. 180–210.
13		Brand Guidelines Architecture (The Brandbook) Structuring brand standards: logo usage rules, minimum clear space, incorrect usage examples, grid specifications, and editorial tone.	Studio Task: Compiling all identity assets into an official, print-ready Brandbook manual. Literature: 1. Wheeler, Designing Brand Identity, pp. 236–280; 2. Neumeier, The Brand Gap, pp. 130–165.
14		Presentation Board Composition and Exhibition Design Visual hierarchy on 50x70 cm vertical presentation boards; organizing project narrative, visual balance, color pacing, and typographic scale.	Studio Task: Drafting board layouts in InDesign; individual studio desk-critique of board compositions. Literature: 1. Ambrose & Harris, The Fundamentals of Graphic Design, pp. 160–200.
15		Final Review, Printing, and Pre-Defense Quality control of printed collateral; paper weight, trim tests, board mounting, and oral presentation rehearsals.	Studio Task: Finalizing physical board prints, binding the Brandbook manual, and staging the final display. Literature: Review of completed professional identity case studies.
Final exam			