



# SPOT THE DIFFERENCE.

## BRAND IDENTITY

Broader, encompassing all aspects of the brand.

Name, story, personality, voice, services, visual.

Defines the overall image and perception of the brand.

Build emotional connection, trust and loyalty.

Involves strategic planning and brand development.

## VISUAL IDENTITY

Narrower, focusing specifically on visual elements.

Logos, colours, typography, imagery, graphic elements.

Provides visual representation and recognition.

Ensure visual consistency and attraction.

Involves design and artistic processes.

**YOUR ANSWERS IDENTIFY YOUR VISUAL IDENTITY.**