



500

# Branding and Creativity Class with Yiying Lu



- Born in Shanghai China;
- Moved to a Sydney Australia when I was a teenager
- Did exchange study in advertising in London UK
- Moved to San Francisco early last year

That's why my accent is completely messed up!

Design + Creative practices in both academic & commercial projects.

Before I join 500, I was teaching Visual Communication at the University of Technology Sydney, specifically in Typography & Magazine design, Visual Communication.

I also have established my own studio in Australia since 2007, worked with Commercial Clients such as Disney, Microsoft, SXSW, Conan O'Brien, Twitter, Sony and so on, as well as with world leading advertising agencies such as JWT, McCann Erickson, TBWA and so on.

A **brand** is the idea or the image of a specific product or service that consumers connect with, by identifying the **name, logo, slogan,** or **design** of the company who owns that idea or image.



UBER

EVERYONE'S PRIVATE DRIVER™



Your friend with a car



UBER

Drive with Uber  
Earn money on your schedule



lyft

A ride whenever you  
need one



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Who do you want to be?

U B E R

ARRIVE IN STYLE

SHOW UP READY FOR THE OCCASION



500

# Who do you want to be?

≡ MENU

U B E R

LOG IN

SIGN UP

# MAKE IT A NIGHT OUT

KICK OFF YOUR EVENING WITH NO RESERVATIONS

SIGN UP FOR UBER



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Who do you want to be?

≡ MENU

U B E R

LOG IN

SIGN UP

OWNING THE MOMENT

WELCOME TO ANYTHING IS POSSIBLE

SIGN UP FOR UBER

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**Who do you want to be?**



# CALLING ALL DRIVERS

APPLY ONLINE AND START DRIVING TODAY

**Already an Uber Partner?**

[GET STARTED](#)

**Not an Uber Partner?**

[BECOME AN UBER PARTNER](#)

**Customized financing options for drivers on the Uber network**

Santander Consumer USA, a leading auto financing company, has partnered with Uber to offer drivers the opportunity to get new cars with low weekly payments.

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Who do you want to be?



HOW IT WORKS

SAFETY

DRIVE

STORIES

HELP

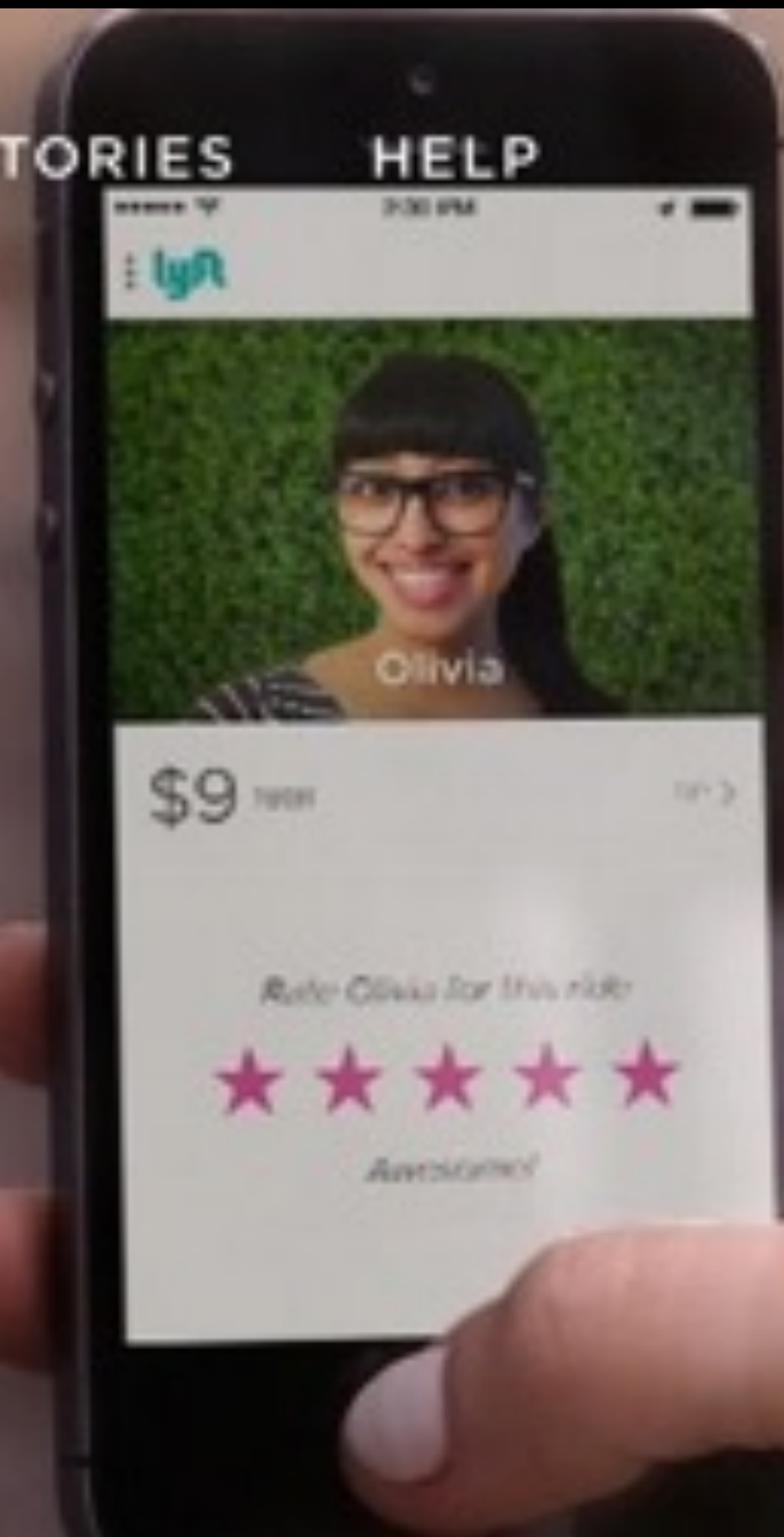
YOUR FRIEND  
WITH A CAR



Download on the  
App Store



ANDROID APP ON  
Google play



500

Who do you want to be?

lyft

HOW IT WORKS

SAFETY

DRIVE

STORIES

HELP

YOUR FRIEND  
WITH A CAR



Download on the  
App Store



ANDROID APP ON  
Google play



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# Who do you want to be?



Cities

Help

Explore ▾

Drive with Lyft

Log in

## Rides in Minutes

Sign Up Now

Take the wheel.

DRIVE WITH LYFT

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DRIVE WITH LYFT

A brand is a person's **gut feelings** about a product, a service, or a company.

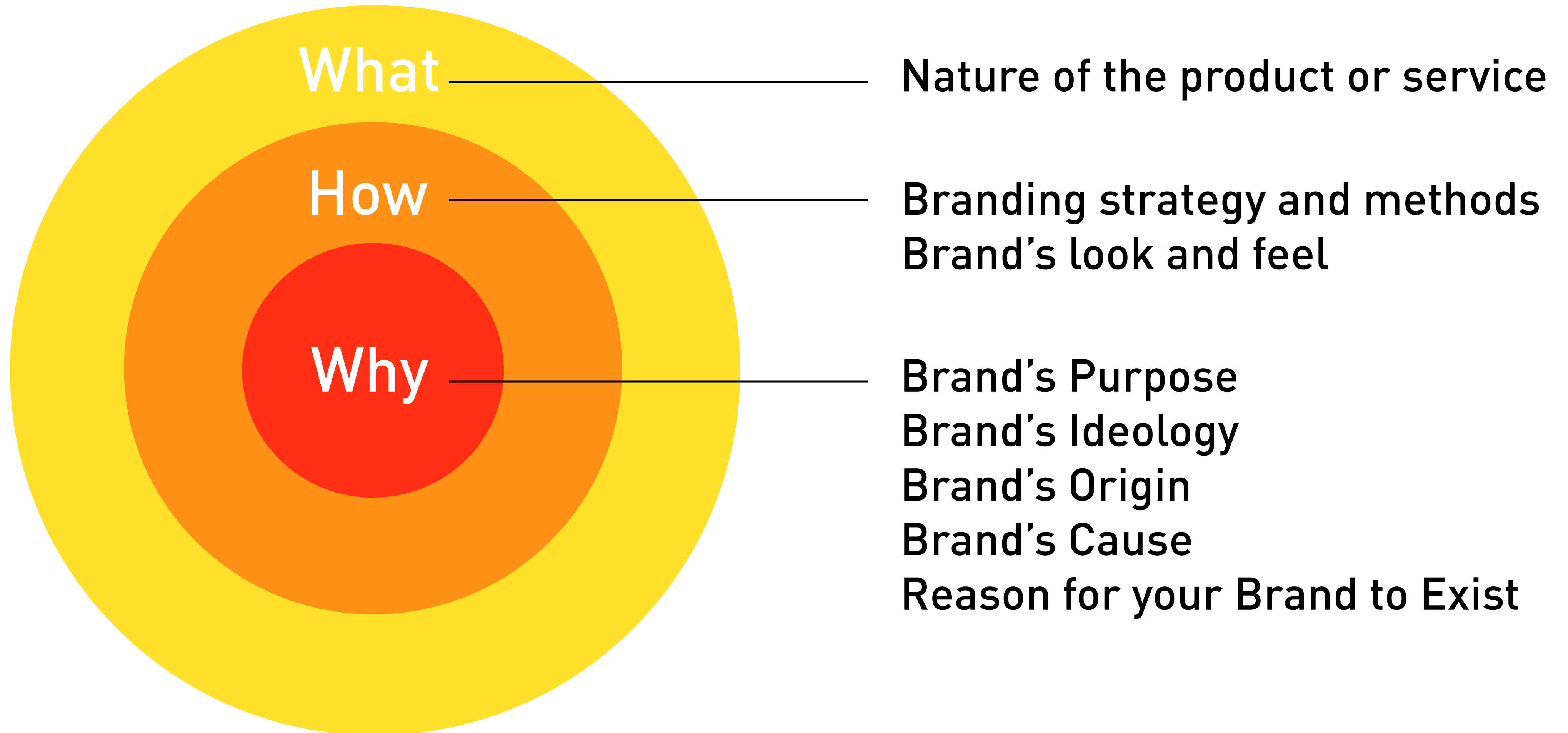
- Marty Neumeier  
The Brand Gap



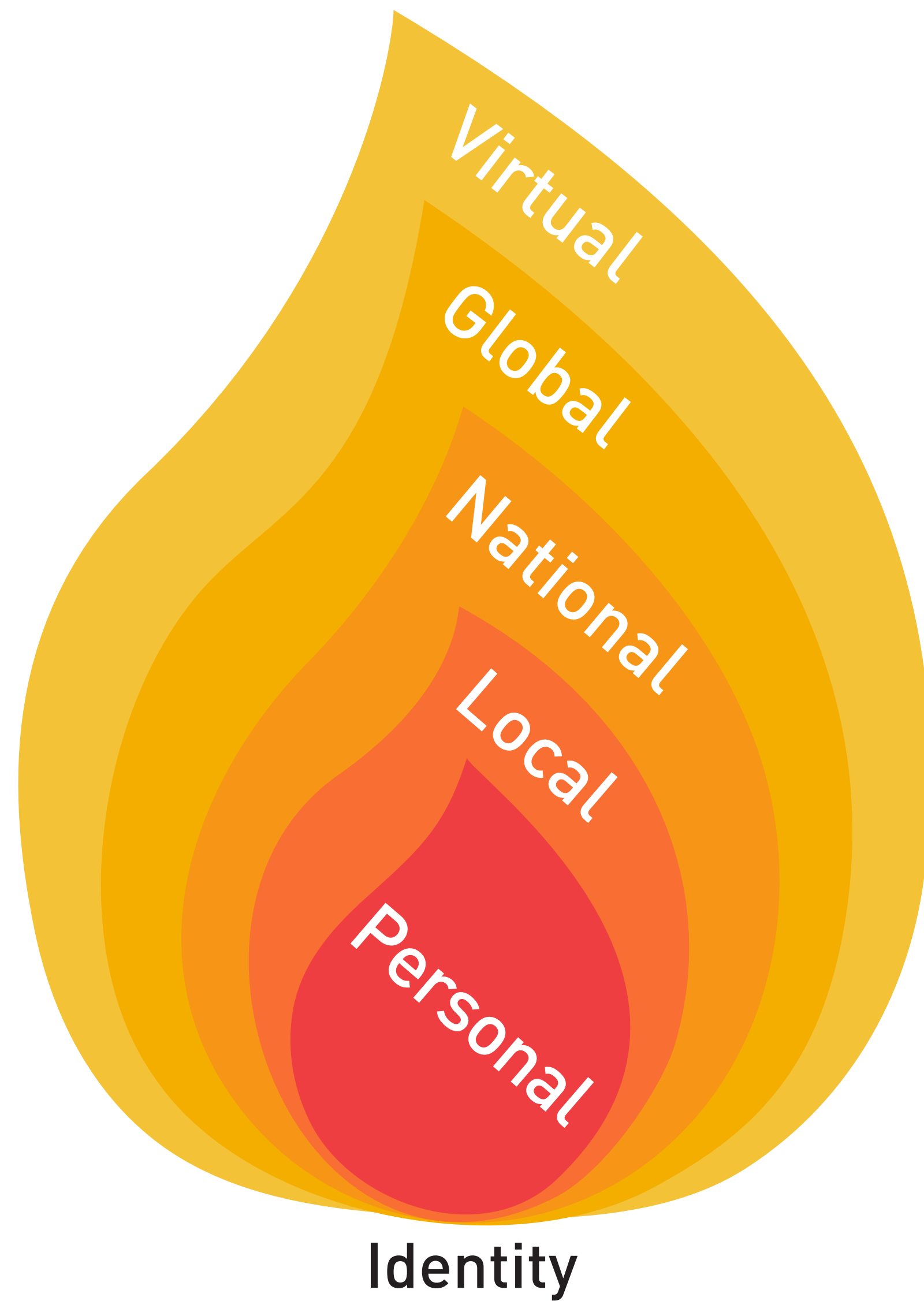
There's something else at play here.

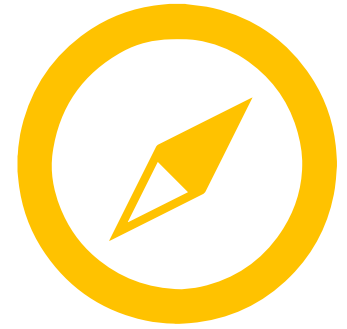
People don't buy what you do, they buy  
**Why** you do it.

- Simmon Sinek  
Start with Why



**Start With Why**





## 1. Navigation

Brands help consumers choose from a bewildering range of choices.



## 2. Reassurance

Brands communicate the fundamental quality of the product or service and reassure customers that they have made the right choice.



## 3. Engagement

Brands use distinctive imagery, language, and associations to encourage customers to identify with the brand.

The best brands are marrying  
**intelligence** and **insight** with  
**imagination** and **craft**.

- Connie Birdsall  
Creative Director, Lippincott



**C**onsistent

**A**uthentic

**M**eaningful

**P**ermissive

**U**nique

**S**ustainable

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# The Branding **CAMPUS**: **C for** Consistent

Original Company Logo



<http://www.yiyinglu.com/visually>

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# The Branding **CAMPUS**: **C for** Consistent



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# The Branding **CAMPUS**: **C for** Consistent

Brand Campaign Mascot



# The Branding **CAMPUS**: **C** for Consistent



# The Branding **CAMPUS**: **C** for Consistent



# The Branding **CAMPUS**: **C for** Consistent



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# The Branding **CAMPUS**: **C** for Consistent





# The Branding **CAMPUS**: **C** for Consistent

Visually Photobooth Props



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# The Branding **CAMPUS**: **C** for Consistent





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# The Branding **CAMPUS**: **C for** Consistent



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# The Branding **CAMPUS**: **C for** Consistent



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# The Branding **CAMPUS**: **C** for Consistent



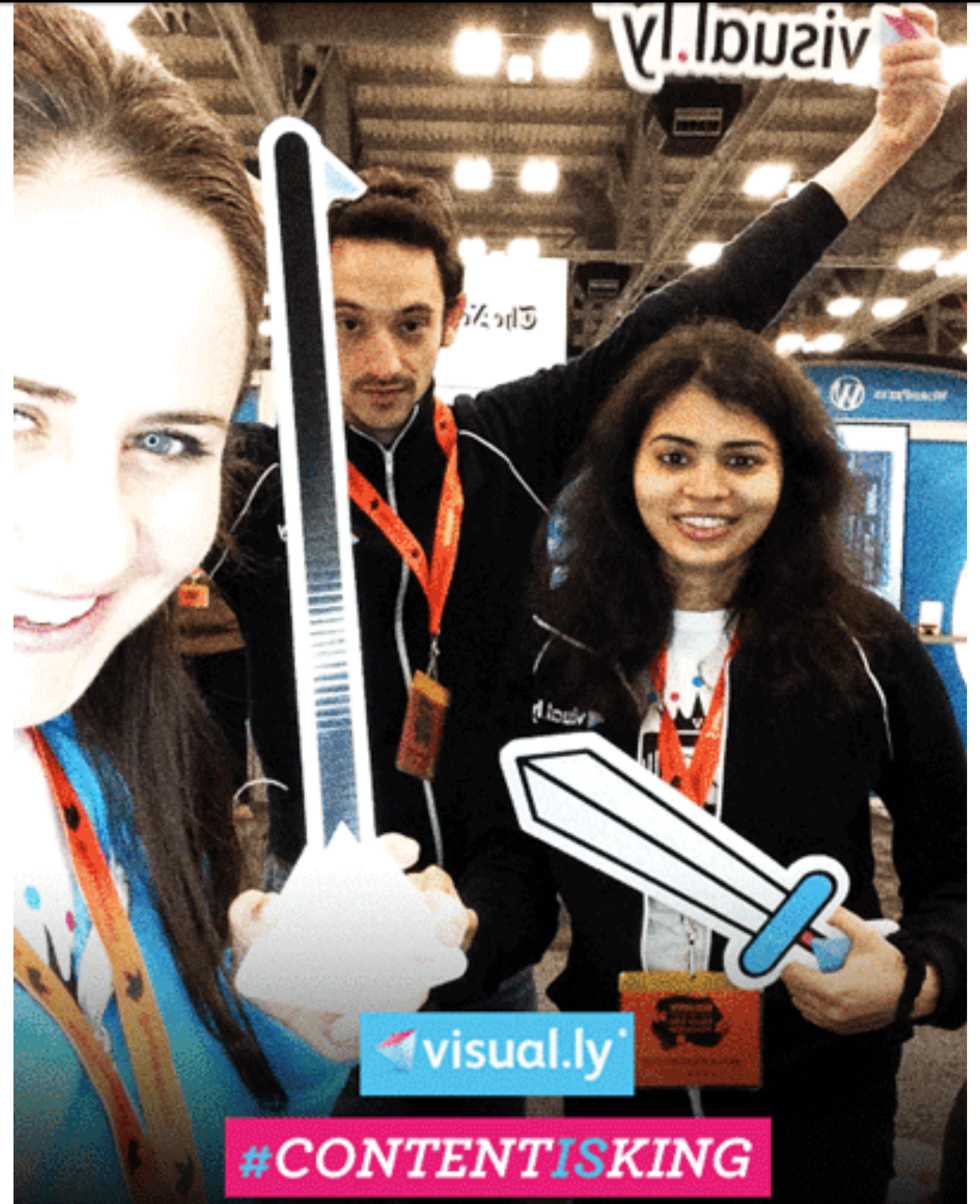
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# The Branding **CAMPUS**: **C** for Consistent



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# The Branding **CAMPUS**: **C for** Consistent







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# The Branding **CAMPUS**: **C for** Consistent



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# The Branding **CAMPUS**: **C** for Consistent



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# The Branding **CAMPUS**: **C** for Consistent



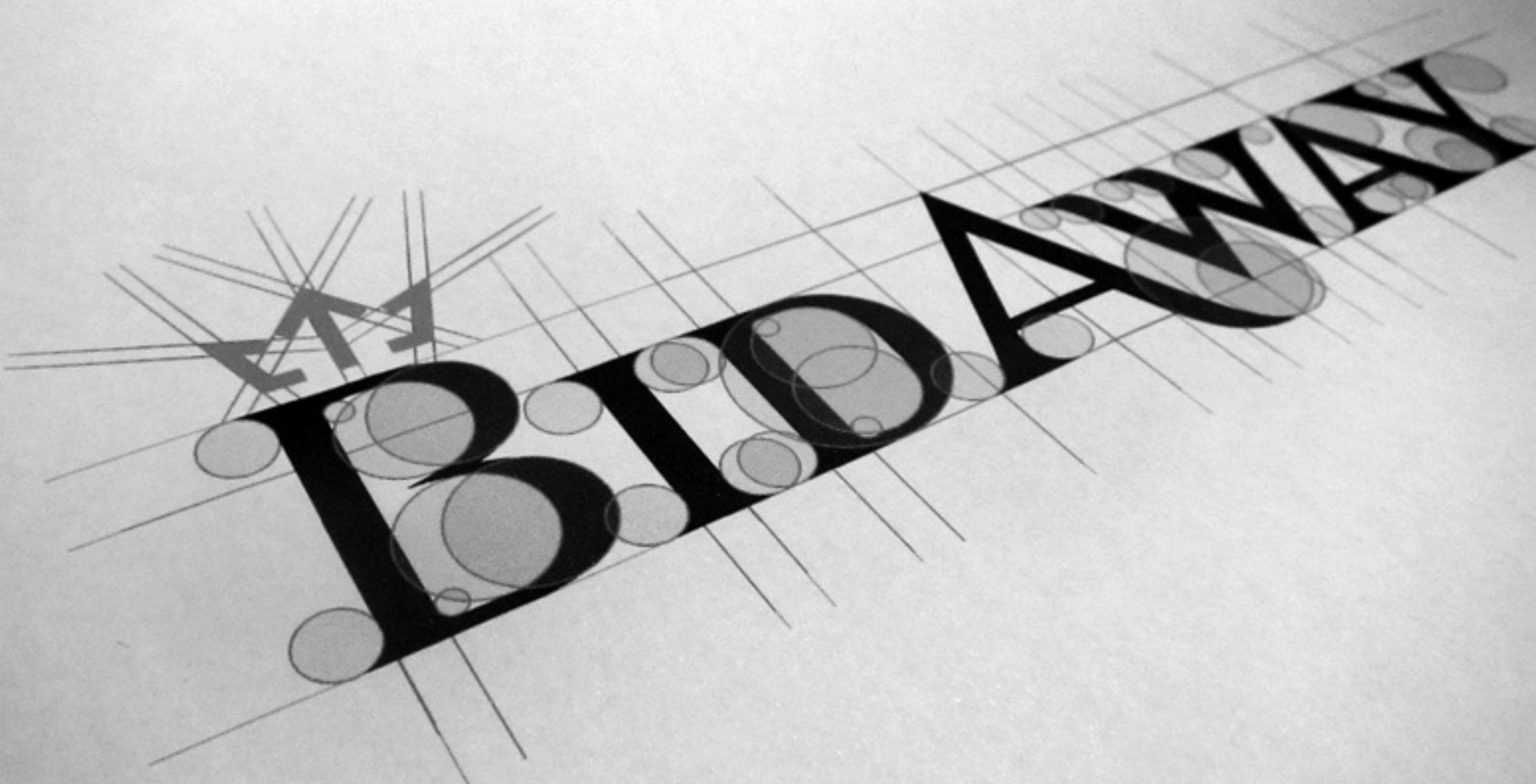
BEFORE ..... AFTER .....





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# The Branding **CAMPUS**: **A for** Authentic



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The Branding **CAMPUS**: **A for** Authentic

  
**BIDAWAY**



## Brand / Color

---

Before



Light Blue  
#1C5A86



Dark Blue  
#1F293D

After



Gold  
#F5A623



Black  
#000000

# BidAway for your dream getaway!

Vacations, tickets and more at incredible prices!



## Find an offer

Scroll through the homepage or use the search feature to find your perfect getaway



## Sign up

Register with facebook or your email. Only registered users can see auction prices



## Check availability

Check which dates are available and learn about the details of the offers that interest you



## Bid or buy

If it's an auction, bid or set a bid roof: bidding is free. If it's a direct buy deal, just book and enjoy!

Experiences

Hotel

Select a destination 

Choose the destination later

From



To



Decide the dates later

Search

Inspirational  
experiences.  
Member-only prices.

Discover more



Search Twitter

Have an account? Sign in



TWEETS  
1,773

PHOTOS/VIDEOS  
75

FOLLOWING  
1,005

FOLLOWERS  
2,350

More

+ Follow

### BidAway

@bidaway\_com

Encuentra en BidAway hoteles, viajes, cruceros y escapadas ¡al mejor precio!  
We make sure awesome experiences don't go unsold!

Tweets    Tweets & replies

 **BidAway** @bidaway\_com · 3h  
Relax en Andorra: estancia para 2 en hab. doble + acceso a la zona spa y cava en Hotel President 4\* > j.mp/1uAVCsm #Andorra

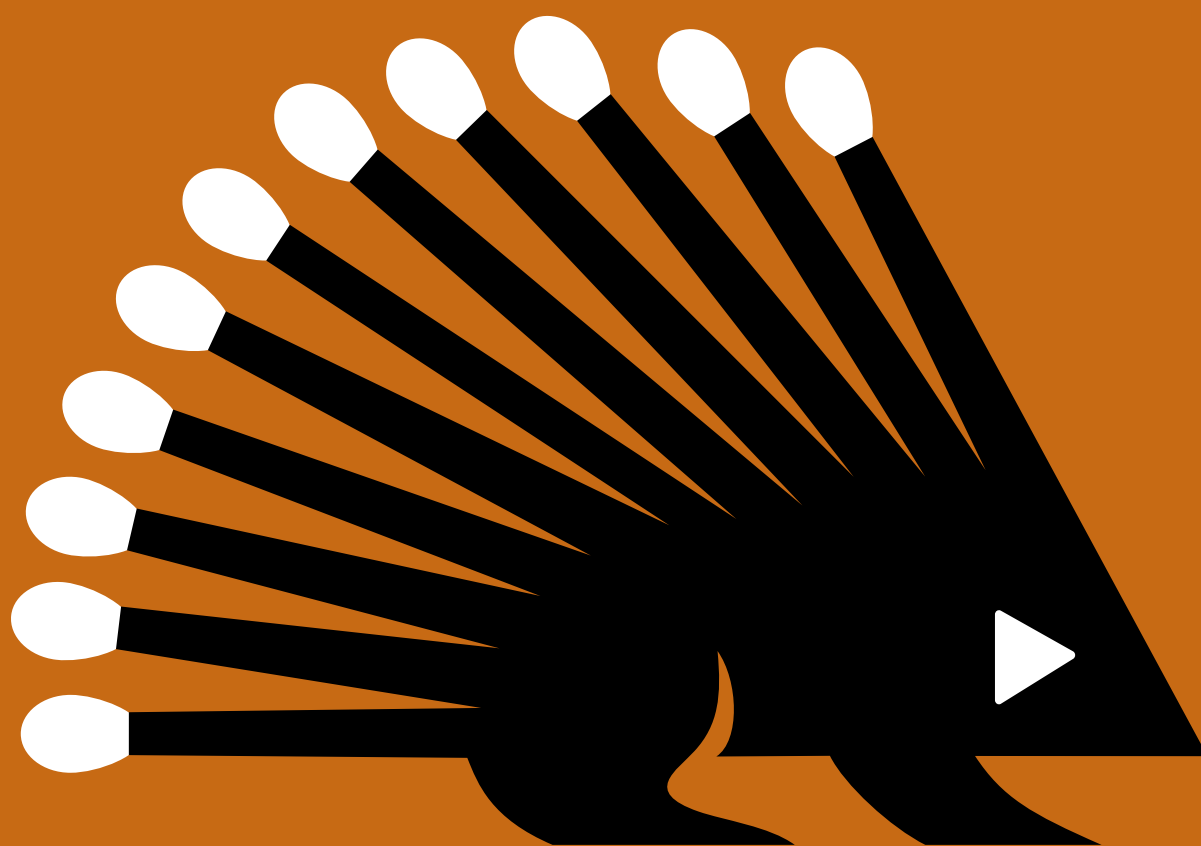


View summary

Visual Symbols are vessels for **meaning**.  
They become more powerful with frequent  
use and when people understand what they  
stand for, which act a voice that stands  
apart.

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The Branding **CAMPUS**: **M for** Meaningful



**Matchstick**

<http://www.yiyinglu.com/matchstick>

# The Branding **CAMPUS**: **M for** Meaningful



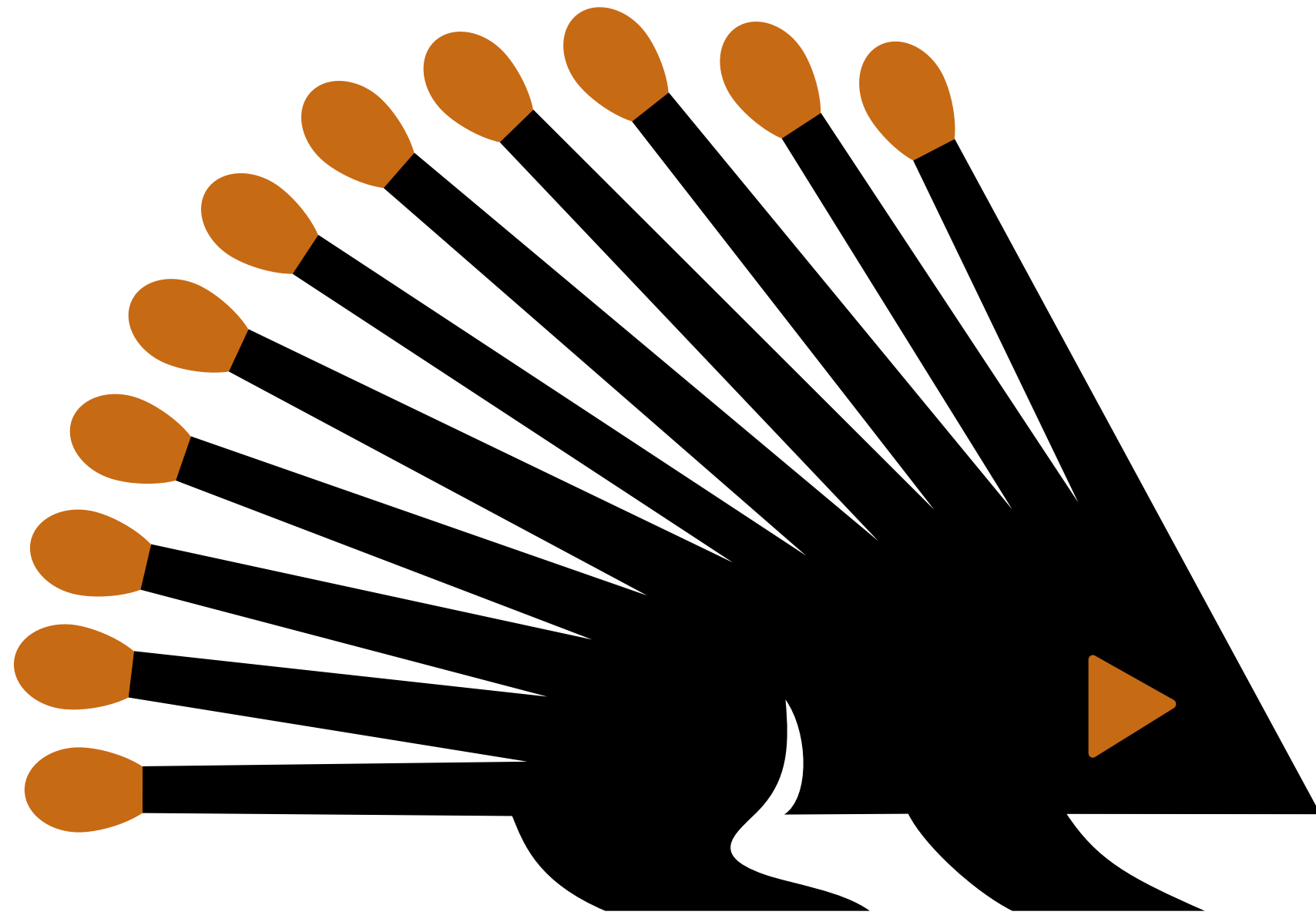
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# The Branding **CAMPUS**: **M for** Meaningful





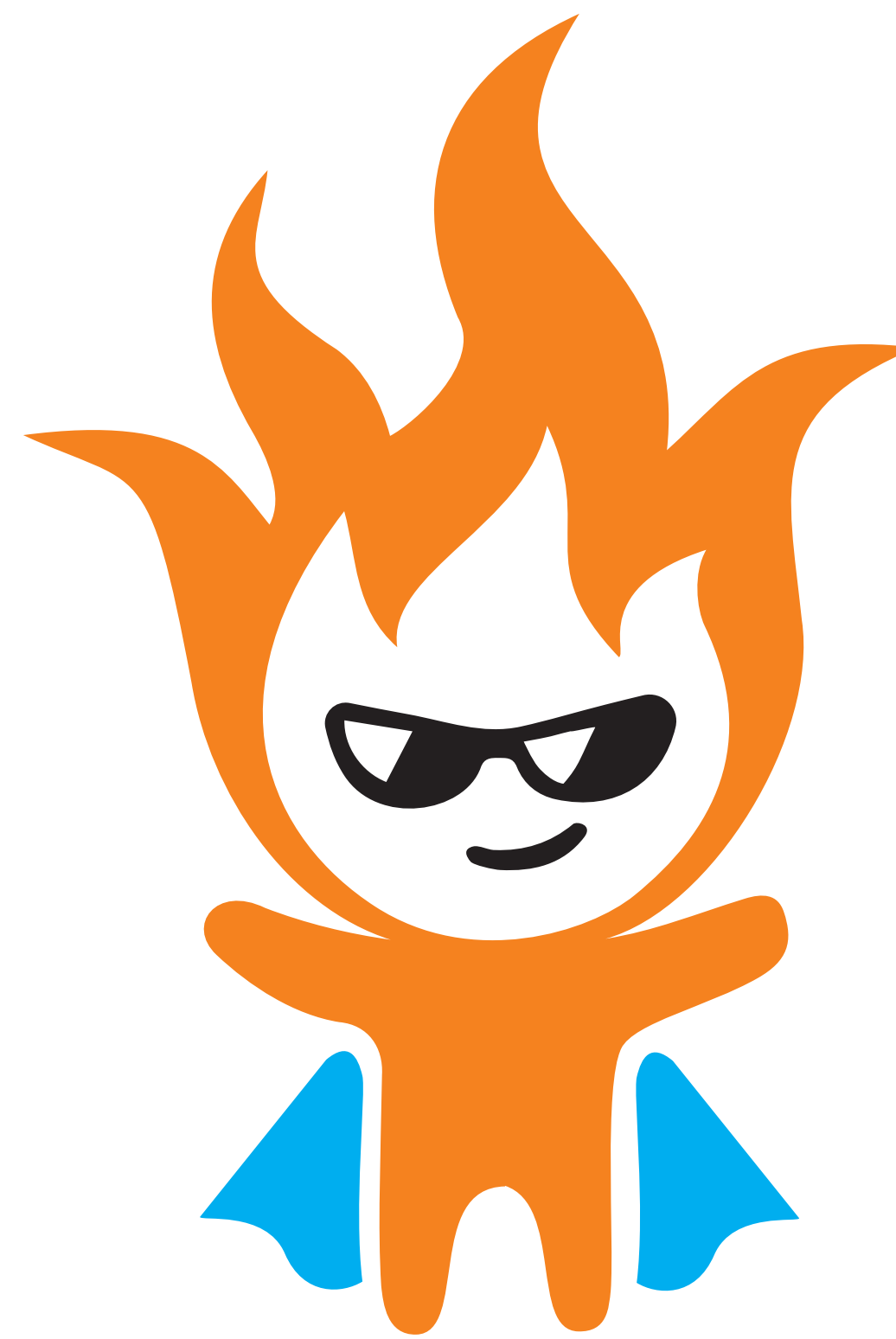
**MatchStick**



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# The Branding **CAMPUS**: **M for** Meaningful







+



AirPlay

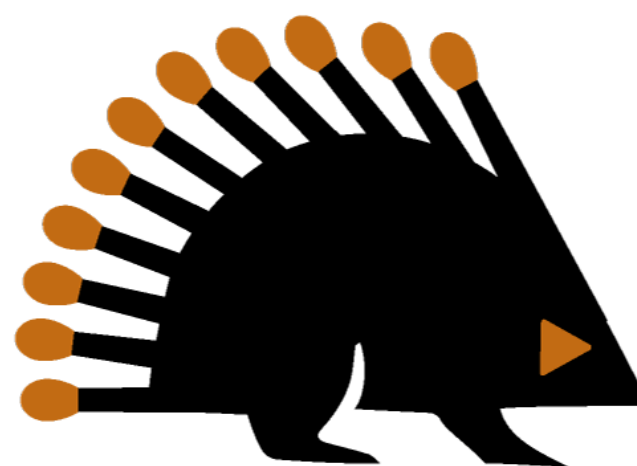
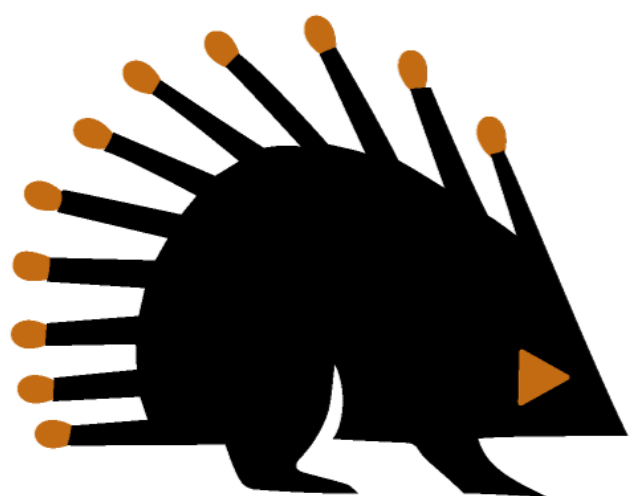
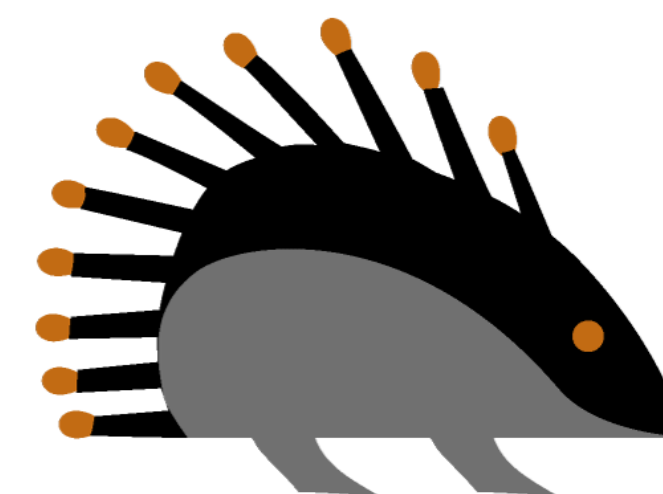
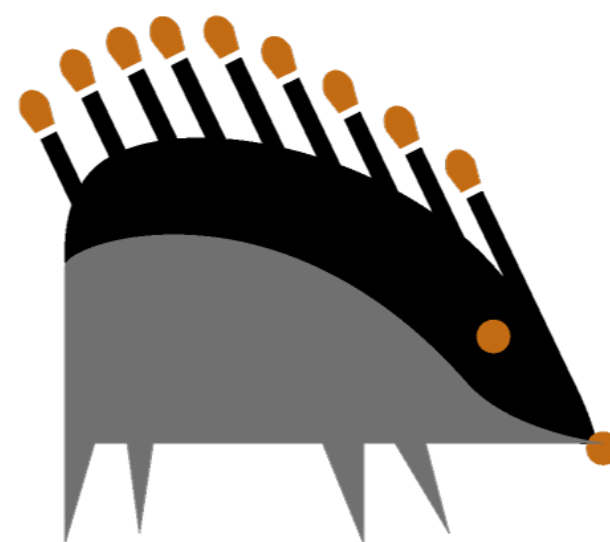
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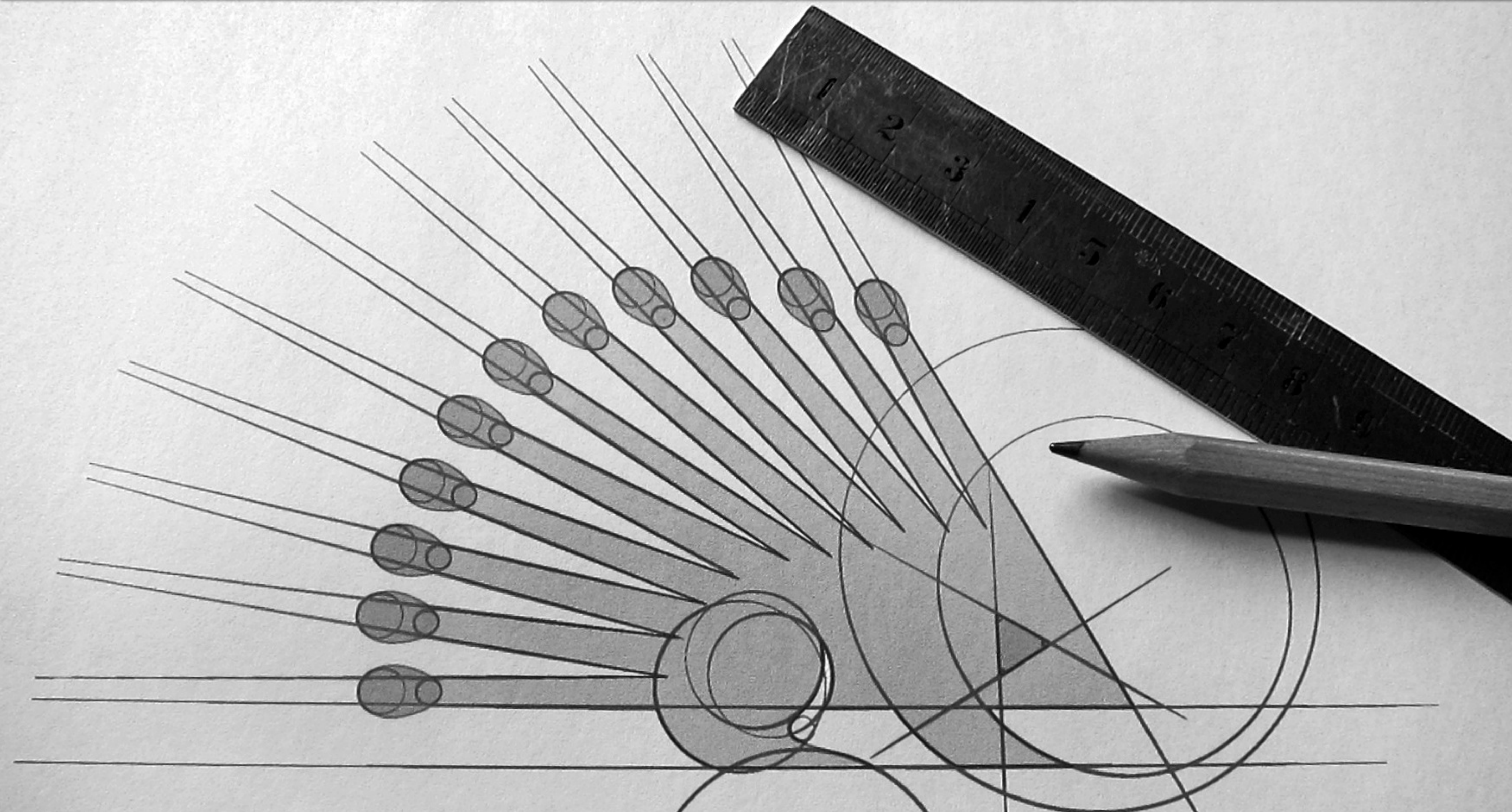
**MatchStick**

The Evolution of MatchStick Brand Mark Design:



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# The Branding **CAMPUS**: **U** for Unique







Firefox®

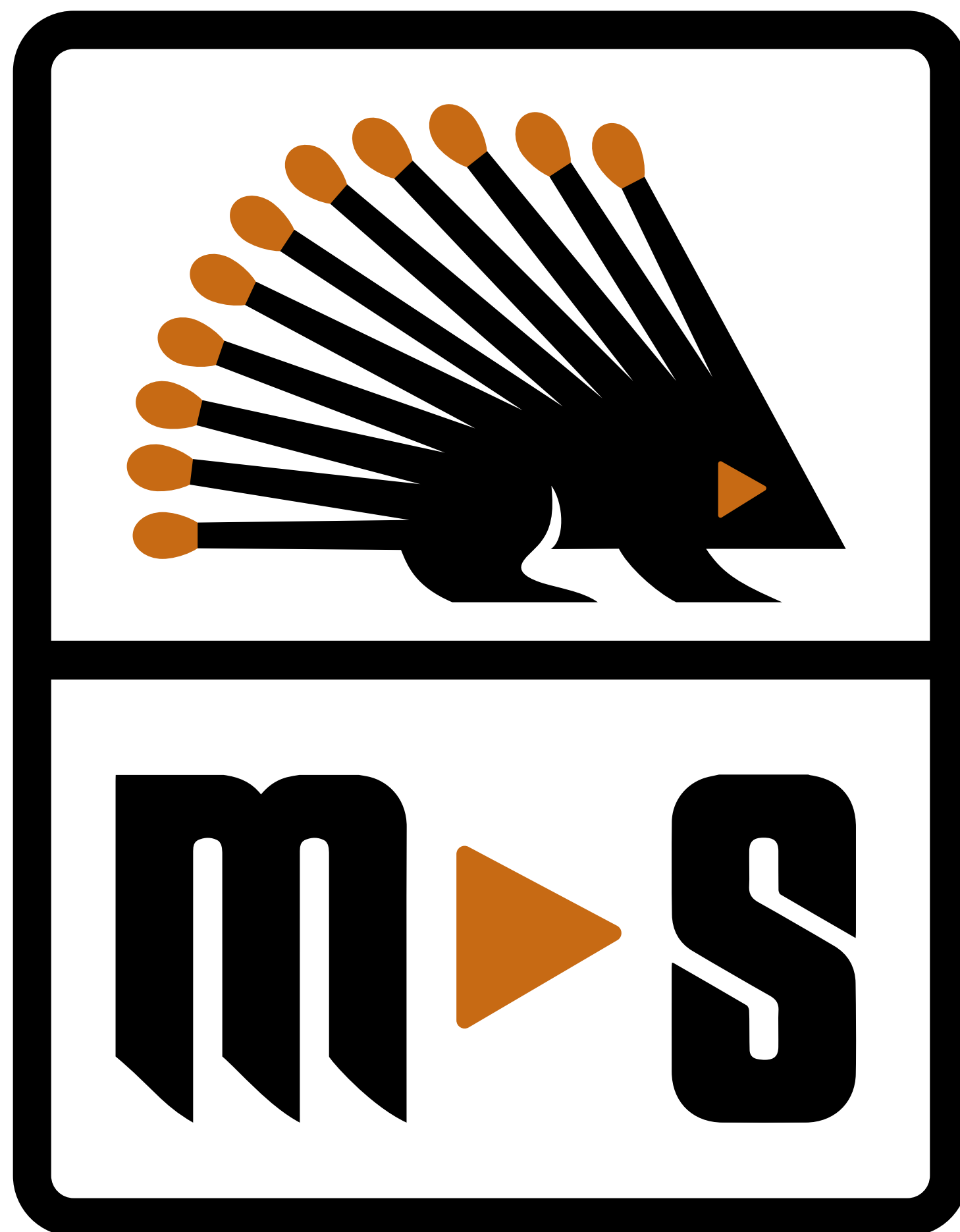


MatchStick

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# The Branding **CAMPUS**: **M for** Meaningful





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# The Branding **CAMPUS**: **M for** Meaningful



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# The Branding **CAMPUS**: **M for** Meaningful



17,218

backers

\$470,310

pledged of \$100,000 goal

0

seconds to go

**Funded!**

This project was successfully funded on October 30.

**MatchStick**



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# The Branding **CAMPUS**: **M for** Meaningful



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# The Branding **CAMPUS**: **M for** Meaningful





**Permissive** means allowing or characterized by great or excessive freedom of behavior.

Brands that are open to change need to have flexible brand identity systems in place to quickly seize new opportunities in the marketplace.



**Animalyspr**

## Sea

**Seal** - a keeper of wisdom, which teaches us to remember our connection to our deep inner rhythms, feelings, and knowing; and shows us how to develop and focus our imagination.

### Connotation:

Creativity, Imagination, Blance, Inner Voice, Intelligence, Inquisitiveness, Prosperity, Good Luck, Faithfulness, Spiritual Understanding.



## Sky

**Toucan** - an incarnation to fly to the spirit world. The Toucan can teach you to speak up and to express yourself. Her colorful appearance and large bill indicates a strong desire to be seen and heard.

### Connotation:

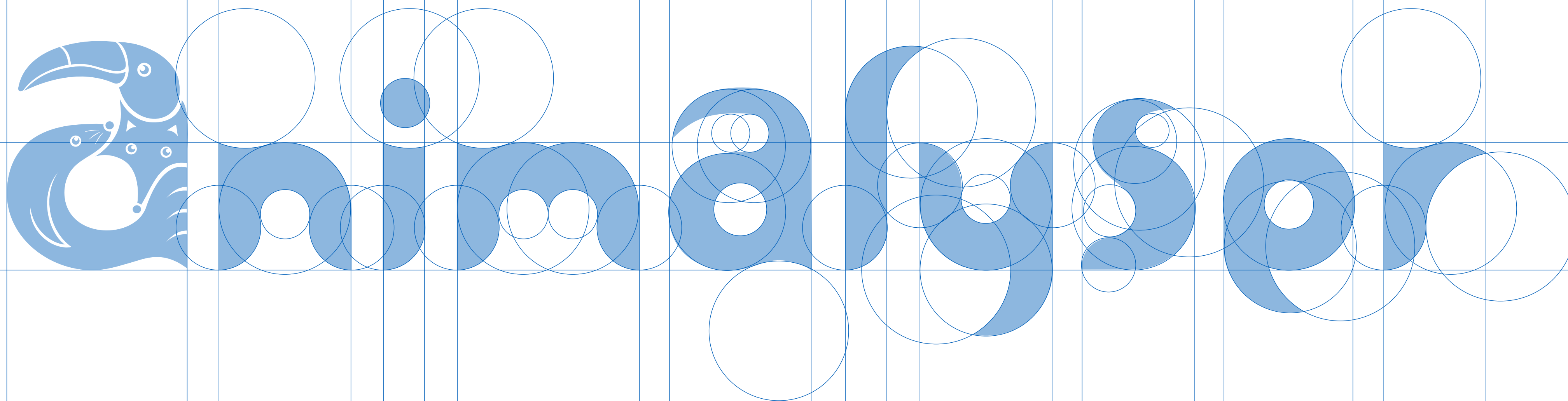
Paradise, Peace, Partnership, Companionship, Relaxation, Teamwork, Family.

## Land

**Fox** - a teacher providing guidance on swiftly finding your way around obstacles. Responsive, sometimes cunning, this power animal is a great guide when you are facing tricky situations.

### Connotation:

Awareness, Adaptability, Cleverness, Cunning, Intelligence, Strategy, Quick-thinking, Wisdom, Mischief, Magic, Opportunity, Curiosity, Charm.

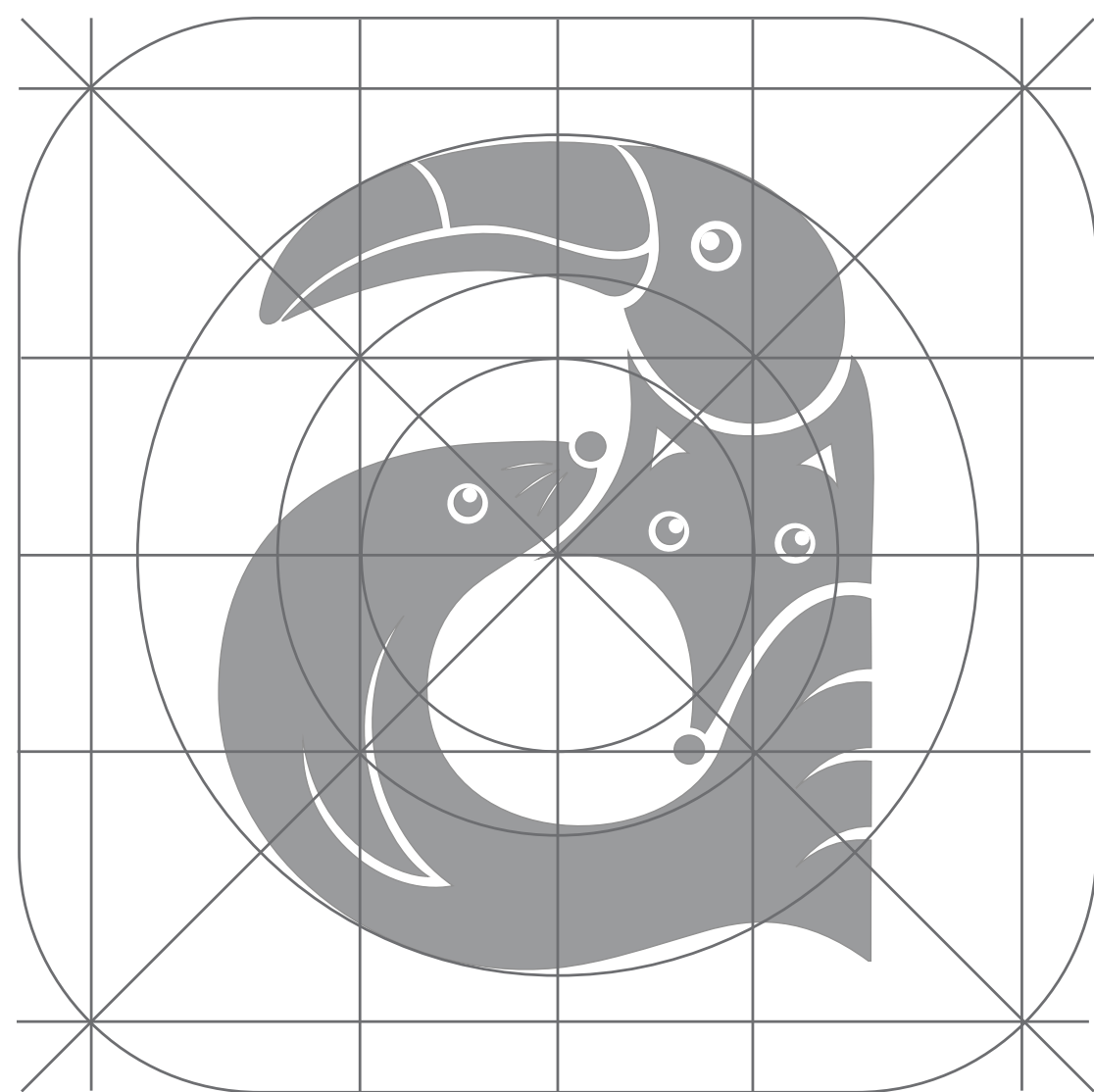




animalys pr



**Animalyspr**



# The Branding **CAMPUS**: **P** for Permissive





# The Branding **CAMPUS**: **P** for Permissive



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# The Branding **CAMPUS**: **P** for Permissive



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# The Branding **CAMPUS**: **P for** Permissive





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# The Branding **CAMPUS**: **P** for Permissive



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# The Branding **CAMPUS**: **P** for Permissive





**animalysor**

**Animal of the Month Falcon**

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The Branding **CAMPUS**: **P** for Permissive



**Animalysor**

**Animal of the Month** **Monkey**





**animaflyser**

Animal of the Month **Elephant**



**animalyspr**

**Animal of the Month Panther**

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# The Branding **CAMPUS**: **P** for Permissive



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# The Branding **CAMPUS**: **P** for Permissive



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# The Branding **CAMPUS**: U for Unique



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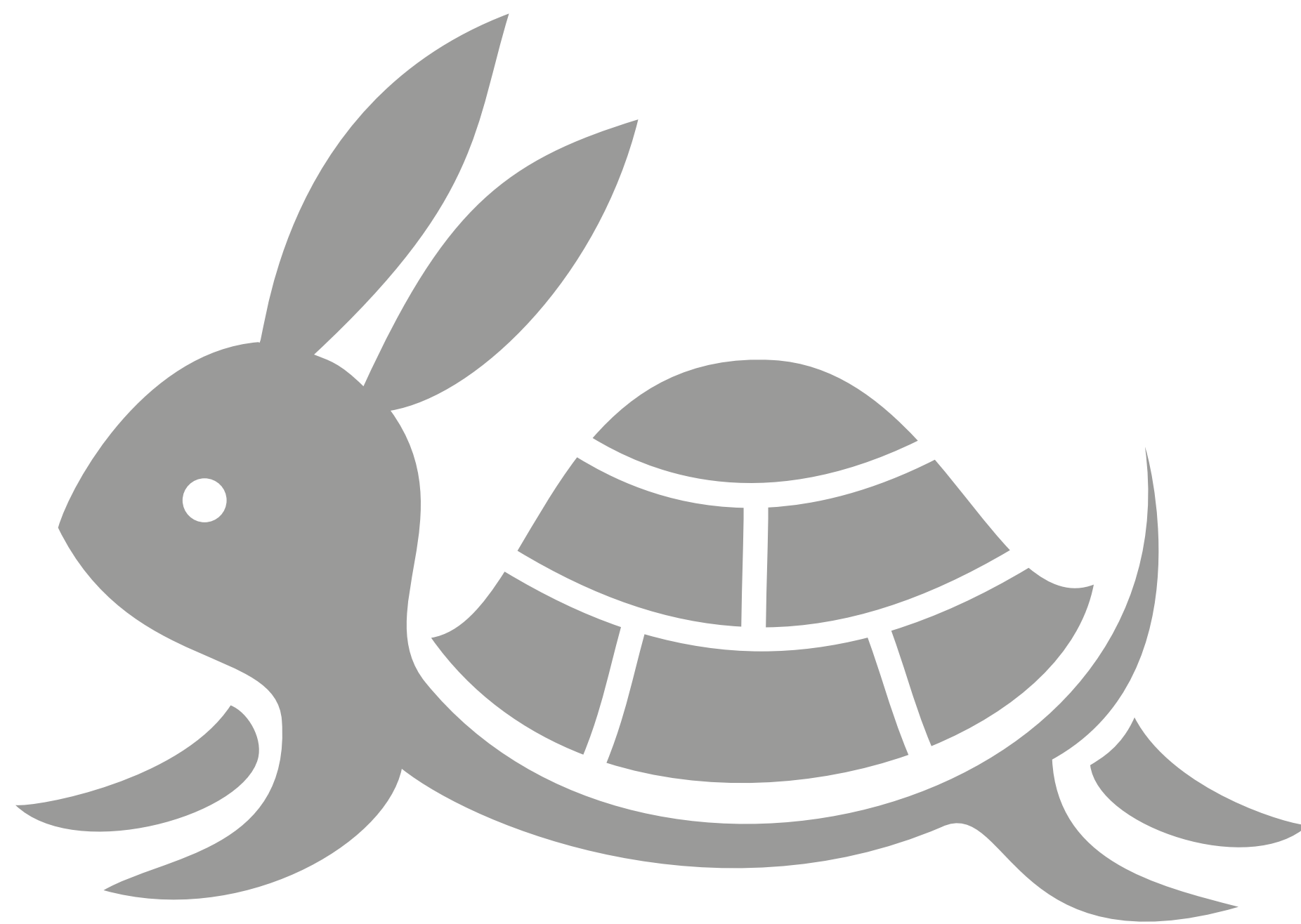
# The Branding **CAMPUS**: U for Unique



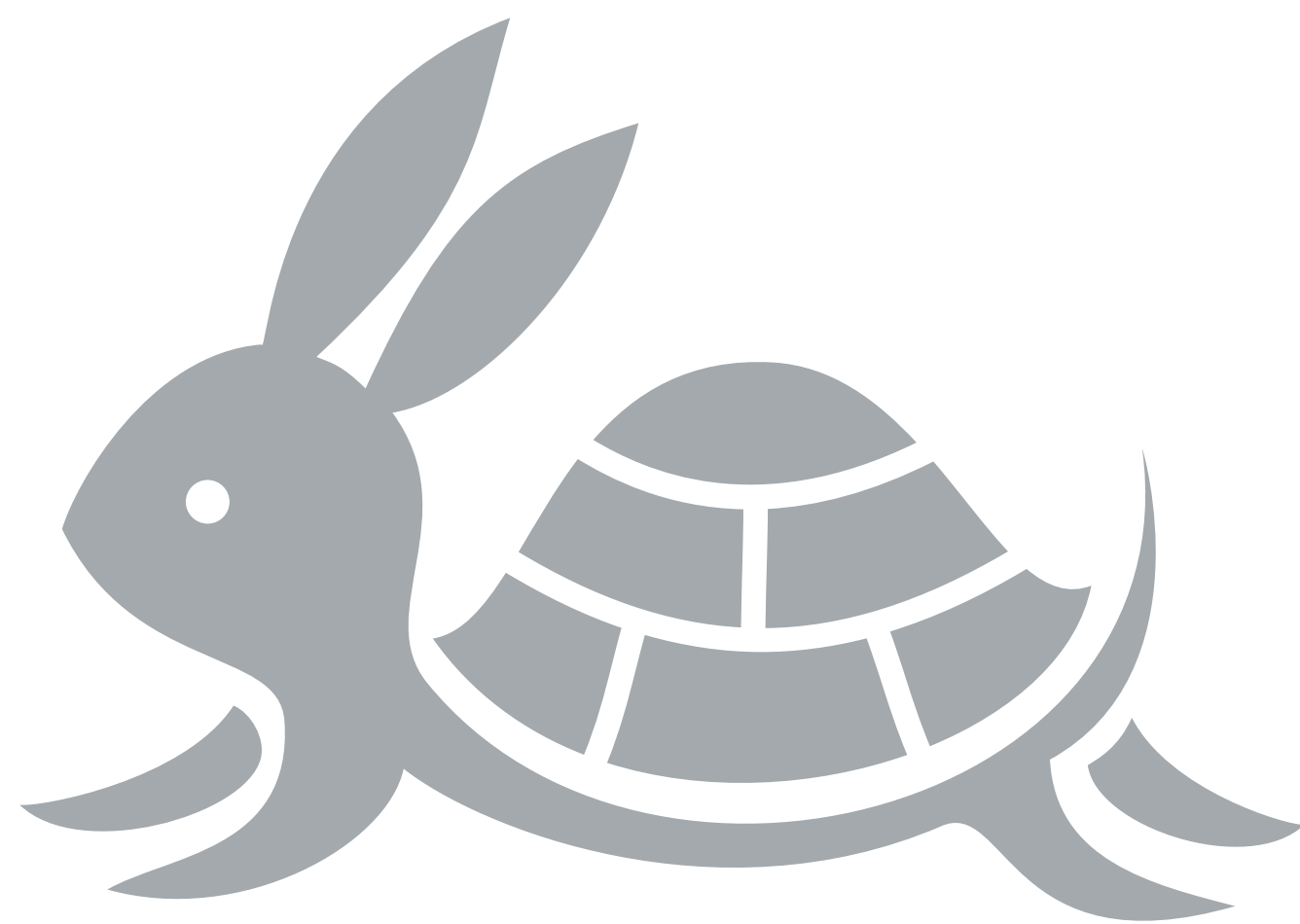


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# The Branding **CAMPUS**: **U** for Unique







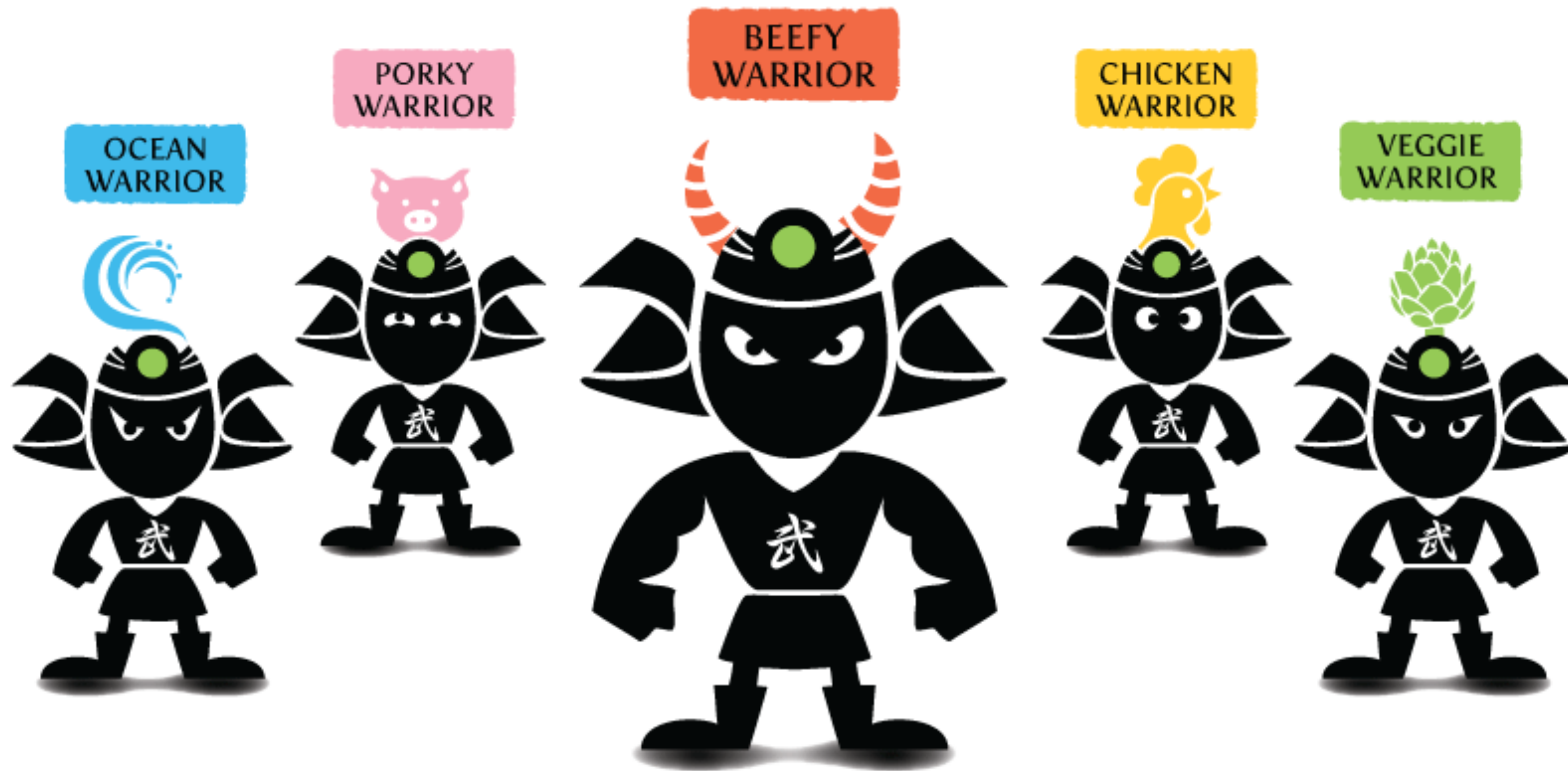
*T O P L I N E*

**Sustainable** is achieved through a commitment to the equity of a central idea over time, and the capacity to transcend change.





WASABI  
WARRIORS





## BEEFY WARRIOR

The strongest of the warrior brothers.

He lives by healthy eating and fights for all to walk the healthy path.



## VEGGIE WARRIOR

Earth and calm, Veggie Warrior is the organic brother.



## PORKY WARRIOR

Happy and social, Porky Warrior fights for high quality food and lots of it!





## OCEAN WARRIOR

The eldest brothers and the leader of the five, is an old soul who fights for the protection of the ocean and all its inhabitants.



## CHICKEN WARRIOR

The youngest brothers and cheekiest of the five Warrior brothers. When he is not getting in trouble, which almost entirely rare, he fights to do the right for all earth's creatures.

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# The Branding **CAMPUS**: **S** for Sustainable



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# The Branding **CAMPUS**: **S** for Sustainable



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# The Branding **CAMPUS**: **S** for Sustainable



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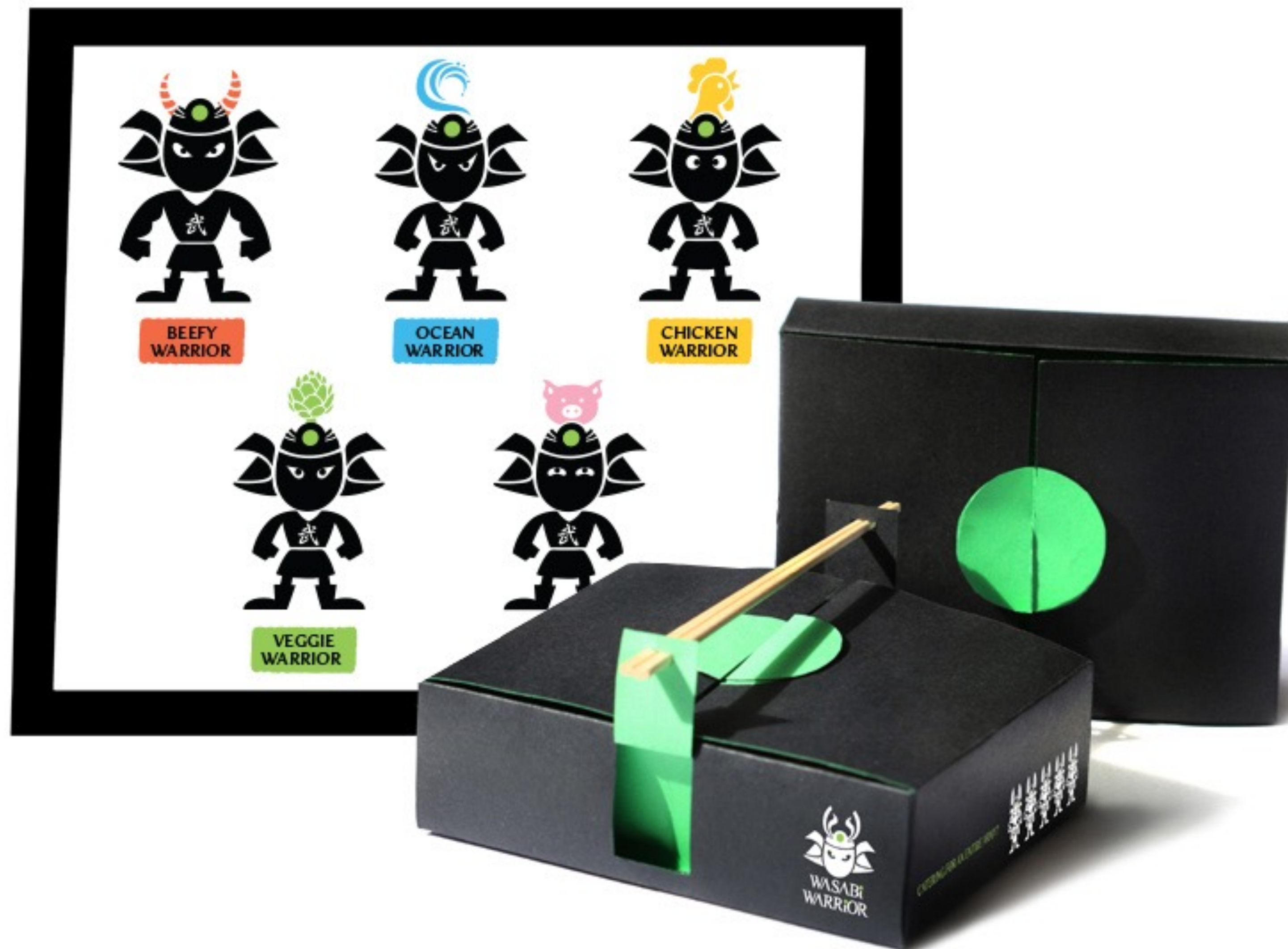
# The Branding **CAMPUS**: **S** for Sustainable



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# The Branding **CAMPUS**: **S** for Sustainable







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# The Branding **CAMPUS**: **S** for Sustainable



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# The Branding **CAMPUS**: **S for Sustainable**



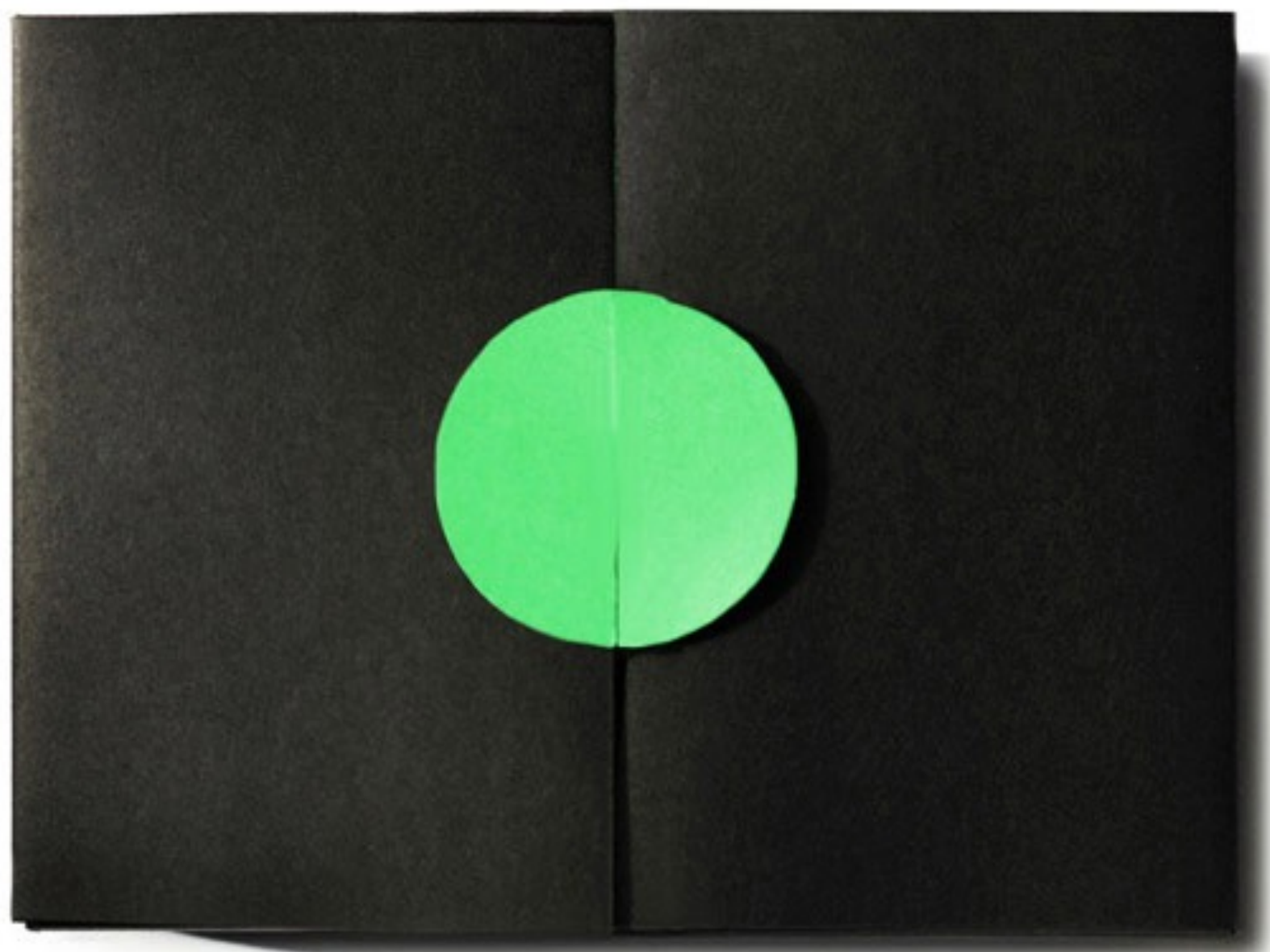
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# The Branding **CAMPUS**: **S for Sustainable**



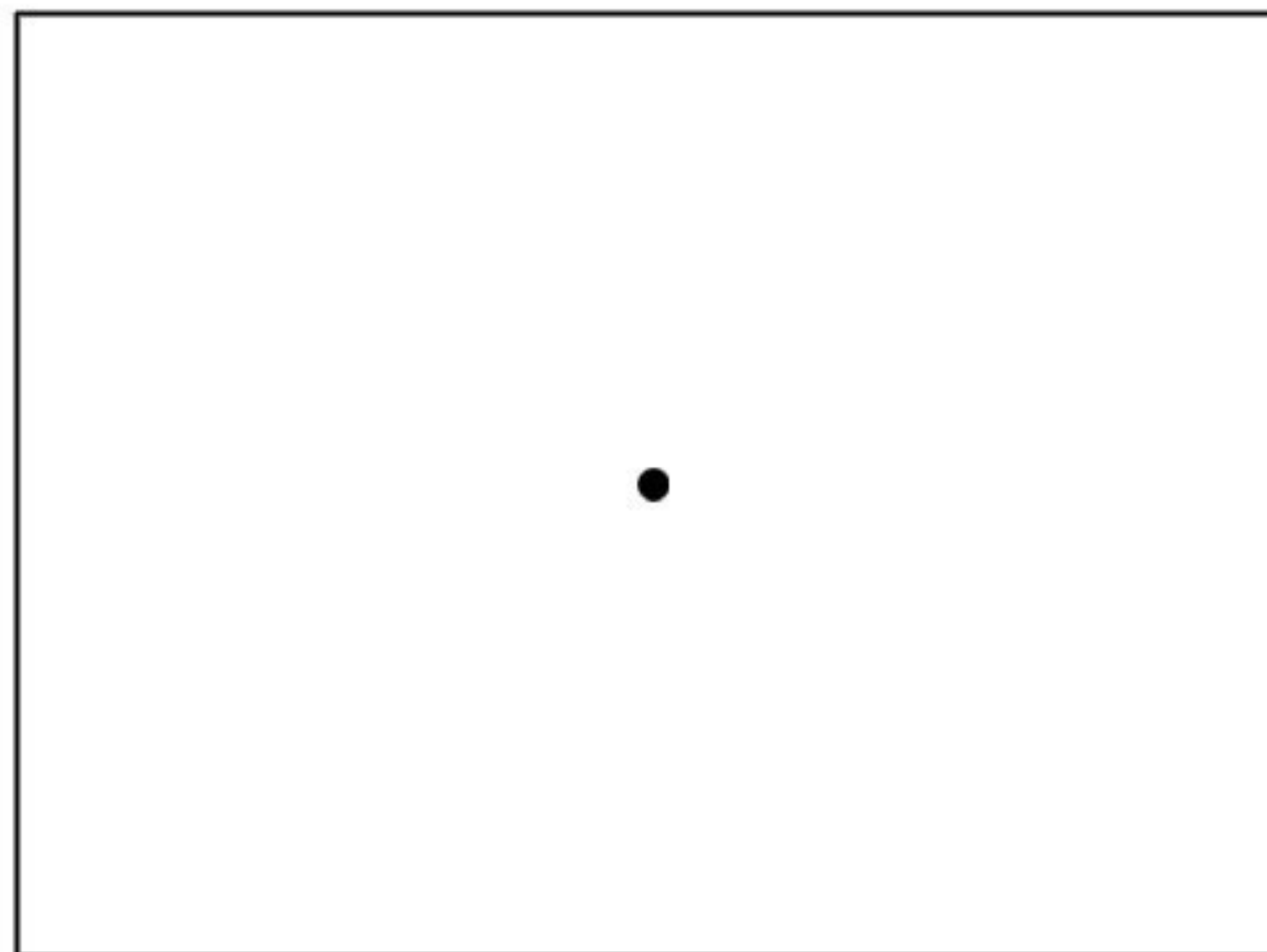
## Wasabi Warrior Packaging Visual Trick

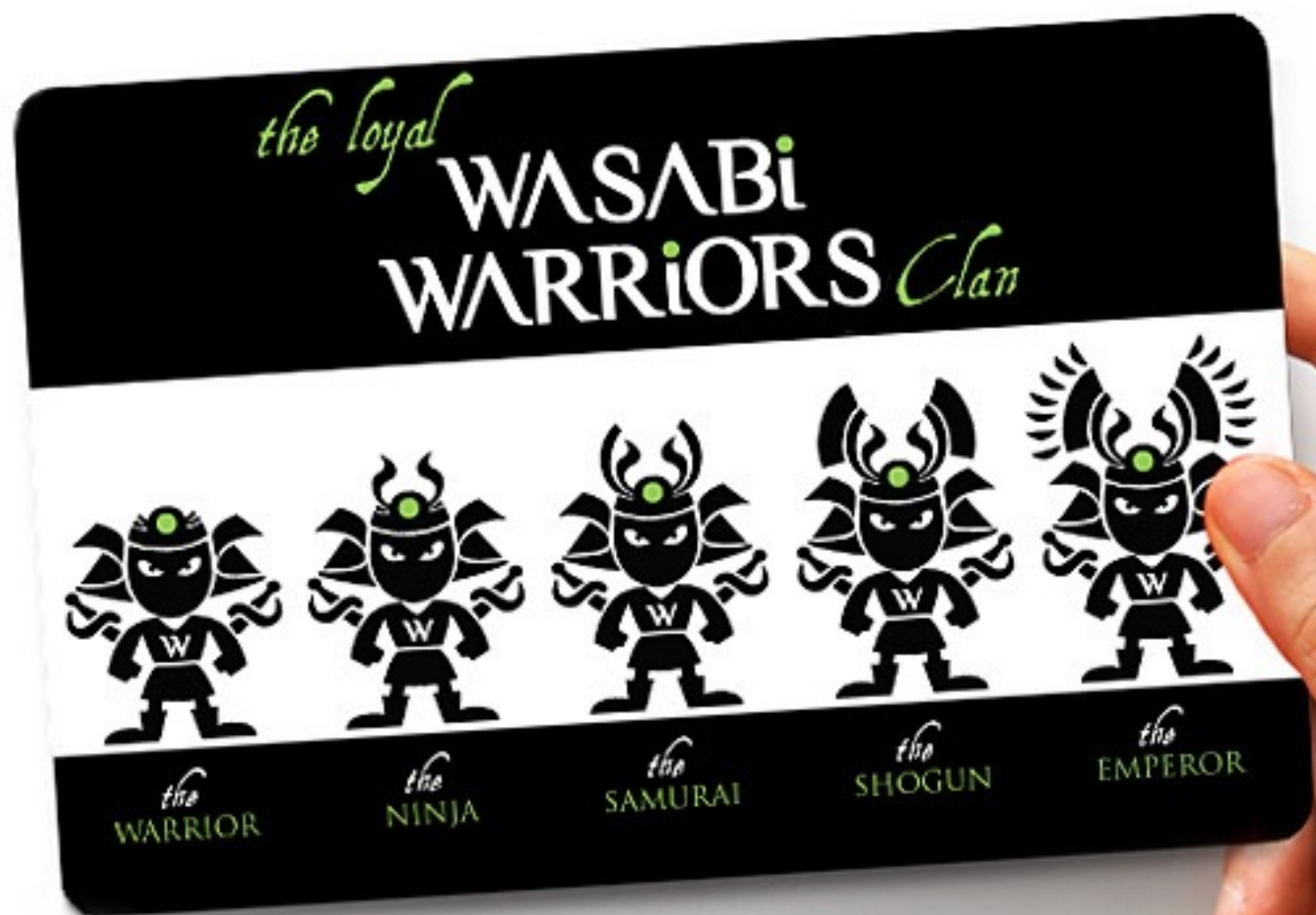
Can you see the Japanese Flag from the top of Wasabi Warriors' Sushi Box?



Look at the middle of the green wasabi dot in the center of the take away box (above) for 20 seconds.

Then look at the small black point in the white box below. And you will see the Japanese Flag!





B14: Pacifica [Before]



Pacifica is an anxiety management app

# 500 Batch Company Re-branding Exercises

B14: Pacifica [After]

pacifica



# MANAGE STRESS. LIVE HAPPIER.

Daily tools for stress and anxiety alongside a supportive community.  
Based on Cognitive Behavioral Therapy & Meditation.

Available on iOS, Android & Web

JOIN NOW



angel.co/pacifica-labs  
founders@thinkpacifica.com

# pacifica

Live Happier Today



B12: Sunshine [Before]

# Sunshine

Share Effortlessly. View Instantly.  
Any File. Any Size. Any Device.

Sunshine is an instant file sharing app with no cloud

# Sunshine

Instant Sharing Without Cloud Storage



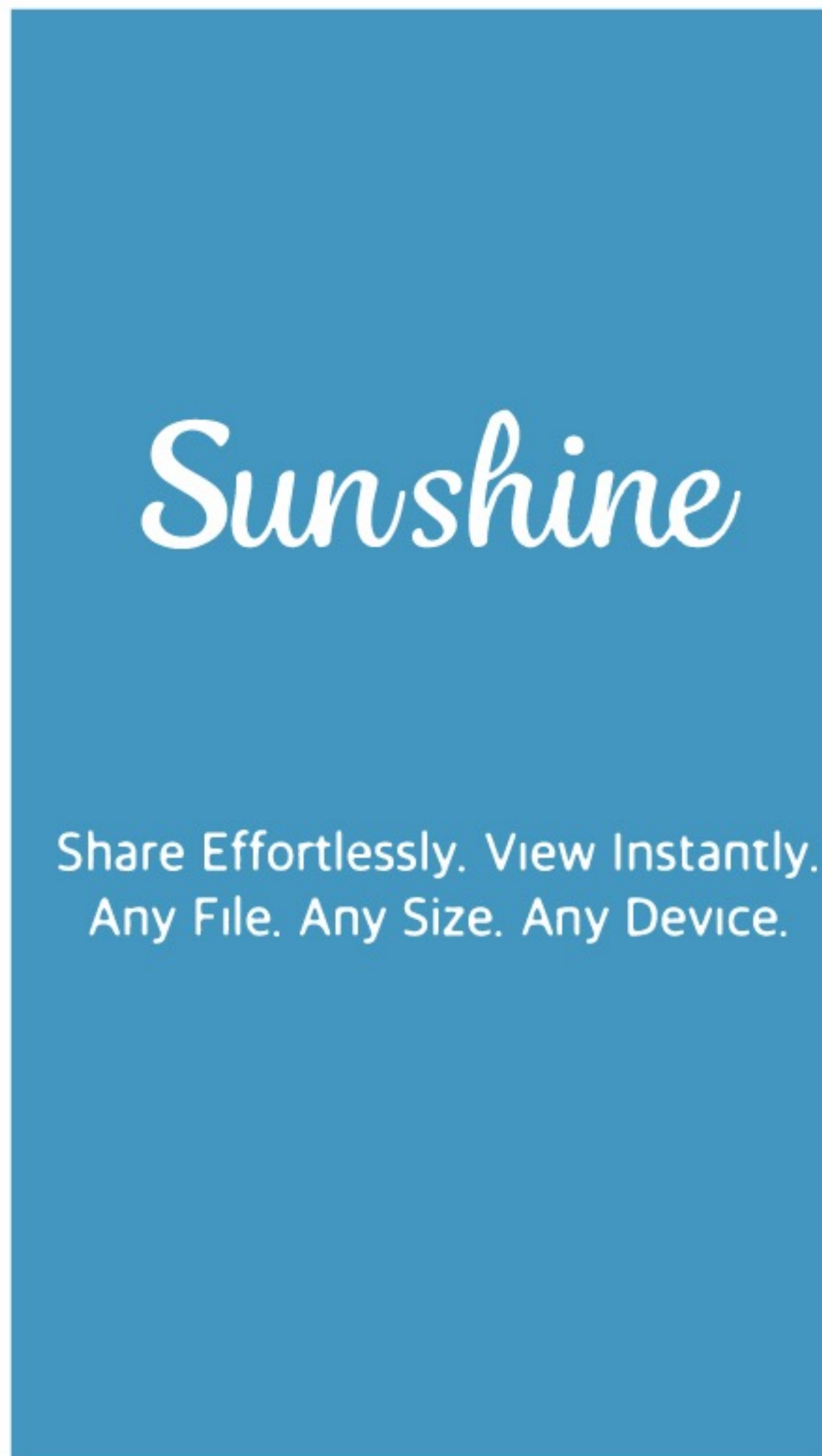
B12: Sunshine [After]



Sunshine

Instant Sharing without Cloud Storage.

App UX Before



App UX After



# Sunshine Team



# Sunshine

Instant Sharing  
Without Cloud Storage

founders@sunshineapp.com

angel.in/sunshine-app

**500**  
startups

#500STRONG

**500**  
startups

#500STRONG





Questions to ask yourself before working on a new brand OR Rebranding:

- *Who am I?*
- *Who needs to know?*
- *What do they need to know?*
- *How will they find out?*
- *Why should they care?*
- *How do i want them to respond?*



**UNICORN**

**XING**

**500**

**500.CO**



**YIYING@500.CO**

**@YIYINGLU**

**YIYINGLU.COM**