

Building a brand identity

Personal touch

Building a successful brand identity involves various elements, from signage to storytelling. When done well, it creates a coherent image and a comprehensive experience that sets a brand apart.

The best bricks-and-mortar retailers never forget the importance of forging a strong identity to boost traffic. A handsomely designed sign swinging above a shop's door not only appeals to the eye and brings in new customers, it's also a marker that lingers in the memory of those who've visited before. A well-appointed shop can also add character to a neighbourhood.

In today's world of identikit retailer franchises injecting monotony into the high street, individuality is at a premium – and we salute the brands putting personality back into the mix. With this in mind, we take a tour from Stockholm to Seoul and point out some examples of great brand-building, from captivating in-store concepts to logos that leave a lasting impression.



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Signage
Global

A good shop sign not only hints at what wares await inside but also tells us a little about the story of the business. It's ultimately a means of wayfinding and a beacon that channels traffic to your door but it's also the chance for a retailer to make itself shine.

There's something romantic about strolling under the glow of neon on an evening shopping trip. Today, however, low-cost LED bulbs have become the norm – and it's just not the same. The charm of neon lighting when applied to a well-designed sign raises a smile and entices us inside. It's for this reason that we praise Warsaw (pictured, right) for hanging onto this dazzling form of high-street advertising.

In Graz (pictured, above), Austria's second city, things are a little more old school. Here, signage from yesteryear hangs high and proud. The traditional gilded and hand-scripted swinging shop signs inform a charming typographical language that varies from blackletter to modernist scripts. The city's ability to hang onto heritage on the high street provides both a source of inspiration for designers and a memorable retail experience for shoppers.

