

What is the difference?

A logo is a key part of your visual brand—it's the symbol or wordmark that represents your business at a glance. It's often the first thing people recognize and remember, and it sets the tone for how your brand is perceived. But just like a face doesn't tell the whole story of a person, a logo alone can't capture the full depth of your brand.

That's where a full visual brand identity comes in. It includes your logo, but also your color palette, typography, imagery, graphics, and overall style. These elements work together to create a consistent and memorable brand presence across every platform. While the logo is the centerpiece, your visual identity brings depth, personality, and cohesion—so everything from your website to your social media feels unmistakably you.

BRAND IDENTITY

Brand Story	Brand Personality
Brand Name	Services / Products
Verbal Identity	Visual Identity

VISUAL BRAND IDENTITY

Logo	Typography
Patterns	Layout
Colors	Icons
Photography	Illustrations