



Design Language

Overview

Define, manage and grow brand design equity.

Design languages are used to build brand recognition by applying design assets coherently and consistently. This is not only relevant for consumer-driven organisations but also for business-to-business organisations.

Born out of a brand strategy, a design manager applies, maintains and refreshes design languages. When doing so, they build brand equity for the business but also efficiencies in development time and costs. Some of the topics covered in this module include:

- ◆ Why do organisations invest a lot of time and resources to build and maintain strong brands?
- ◆ How should you distil a design language from a brand and apply, maintain and refresh it?
- ◆ What are the elements of a design language to manage over time?
- ◆ What value does a well-managed design language deliver to your brand?
- ◆ How can a design language help to facilitate objective assessment of design work?

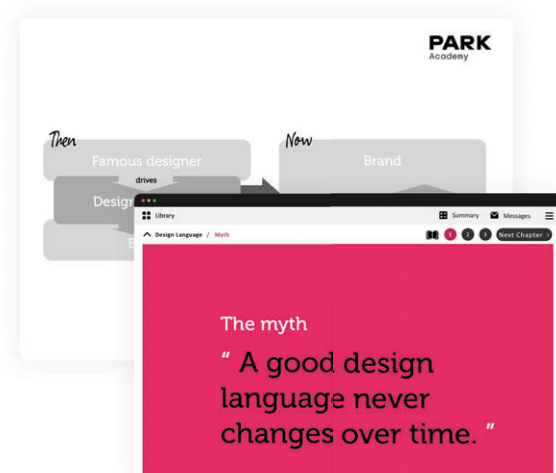
Learning Goals

In this module we will achieve the following learning goals. You will be able to:

- ✓ Show understanding of the basic design language model
- ✓ Clarify the different levels of design language, from abstract to concrete
- ✓ Relate design language to brand positioning, brand identity and business
- ✓ Align internal and external design partners working on different brand touchpoints
- ✓ Audit the status quo of the design language and present this in a logical flow, ending with recommendations on how to make the design language future proof

Resources

PARK training materials can be found in the Livebook, our e-learning application.



“Implementing a design language is the same as learning an actual language - You need to speak it every day to make it stick.”