# Article information:

Brand Illustration Systems: Drawing A Strong Visual Identity — Smashing Magazine  
<https://www.smashingmagazine.com/2019/12/brand-illustration-systems-visual-identity/>

# Article summary:

1. Brand illustrations are an effective way to build a company's visual brand and introduce narrative elements to visual content.

2. Illustration systems increase the range and depth of messages a company communicates visually about itself, while strengthening brand image.

3. To design an effective brand illustration system, it is important to research the brand, understand stakeholder needs, organize inspiration, create concepts, seek feedback, and build a reference library of different elements used.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Brand Illustration Systems: Drawing A Strong Visual Identity" by Yihui Liu provides a comprehensive guide to developing a brand illustration system. The author draws on her experience as a lead designer at Spacebase and highlights the importance of illustrations in building a strong brand image.

The article is well-structured, with clear headings that outline the design process. The author emphasizes the need for thorough research into the brand and stakeholder needs before starting the design process. She also stresses the importance of feedback from stakeholders and users to refine the illustrations.

However, there are some potential biases in the article. The author focuses heavily on her own experience and examples from her work at Spacebase, which may limit the scope of the article. Additionally, while she mentions the importance of diversity in illustrations, there is no discussion of how to ensure representation of diverse groups in branding.

The article also makes some unsupported claims, such as stating that illustrations are more and more in demand for online UI without providing evidence to support this claim. Additionally, while the author discusses how illustrations can introduce narrative elements to visual content, there is no exploration of potential drawbacks or limitations to using illustrations in branding.

Overall, "Brand Illustration Systems: Drawing A Strong Visual Identity" provides a useful guide for designers looking to develop a brand illustration system. However, readers should be aware of potential biases and unsupported claims in the article.

# Topics for further research:

* Importance of diversity in branding illustrations
* Limitations of using illustrations in branding
* Trends in online UI design and illustrations
* Best practices for gathering stakeholder feedback in branding
* Role of illustrations in storytelling and brand narrative
* Examples of successful brand illustration systems in diverse industries

# Report location:

<https://www.fullpicture.app/item/2782ac21f007219071446f3f071667bd>