

E1 SITE BRANDING



(www.msn.com, February 12, 2002)

MSN uses its brand very consistently throughout its site.

* BACKGROUND

- A** In all the site genres (see Pattern Group A) it is important to build a site brand to help visitors identify where they are on the Web, and to help build an identity for the company. In **HOMEPAGE PORTAL (C1)** we showed how to balance the various elements on that page and how to provide a strong **UP-FRONT VALUE PROPOSITION (C2)**. This pattern provides the solution for successful branding throughout a site.

* PROBLEM

Brand is more than image. Customers need to know where they are and whether they can trust that place to provide something important and unique.

* SOLUTION

Build a strong site brand by differentiating your company from other companies through the promise that you make and through the actions your company takes to satisfy customers. Keep your graphical elements (1) consistent in style, (2) moderate in size, (3) in the upper left corner, and (4) reusable from page to page.



Make the brand the first read in the upper left corner of every page on your site.

* CONSIDER THESE OTHER PATTERNS

Take advantage of **CLEAR FIRST READS (I3)** to quickly convey your brand. A logo that is integrated into the **NAVIGATION BAR (K2)** will load faster and help you keep a **LOW NUMBER OF FILES (L1)**.

See entire pattern including detailed design considerations and examples in *The Design of Sites* (ISBN 020172149X). [Buy it.](#)
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