

THE PLAYBOOK MEMBERSHIP

BRANDING | MODULE FOURTEEN

Creating Brand Patterns

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WHAT ARE BRAND PATTERNS

Not every Brand has them



What Are Brand Patterns?

They're repeating visual elements that become part of the wider identity and give you more to play with when you're designing packaging, social content, websites, stationery and all the other fun stuff.

And patterns don't have to mean tiny logos repeated 400 times across a page. You can build them from:

- Logos + submarks - probably the easiest place to start.
- Shapes - especially shapes already hiding within your logo or brand marks.
- Illustrations + icons - perfect for brands with more personality.
- Typography - initials, letters, words or even parts of a typeface.
- Abstract elements - lines, curves, symbols or graphics that tie into the creative direction.

*Basically, if I removed the logo, would the pattern still feel like it belongs to that brand?
That's the goal.*



FINDING PATTERN INSPIRATION

Pinterest is a starting point...

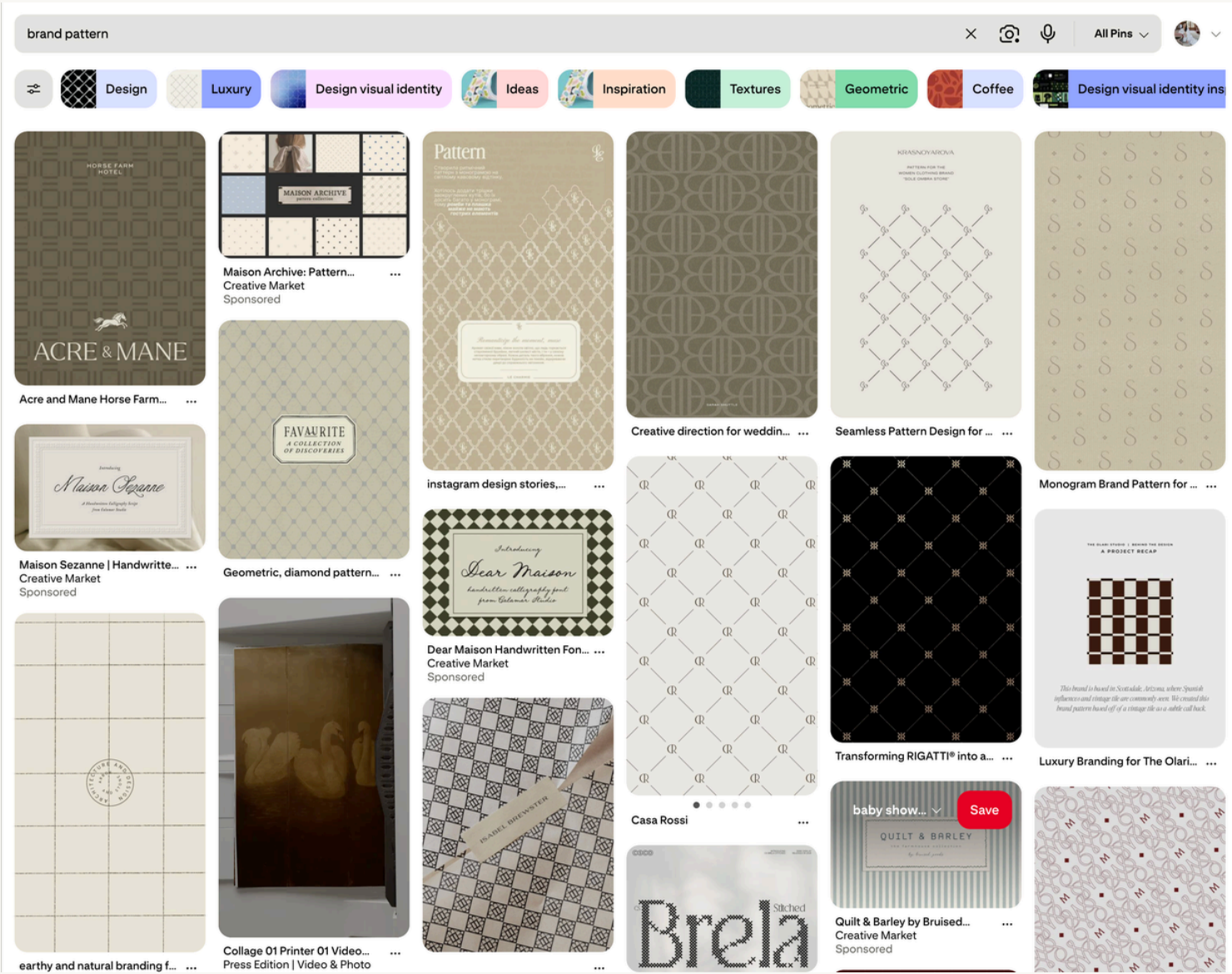
Finding Pattern Inspiration

Start by looking at what you already have. Is there a shape within the logo you could pull out? A letter from the monogram? An illustration you could repeat? Even a tiny detail from the brand mark could become the starting point for an entire pattern.

Then look outside of branding for inspiration too:

- Architecture - tiles, windows, arches, flooring, details
- Fashion + textiles - prints, stitching, fabrics, repetition
- Interiors - wallpaper, materials, furniture and shapes
- Packaging - how other brands use pattern without overwhelming the design
- The brand itself - its story, product, location or something meaningful to the concept

Sometimes the best pattern idea is literally sitting inside the logo you've already designed.

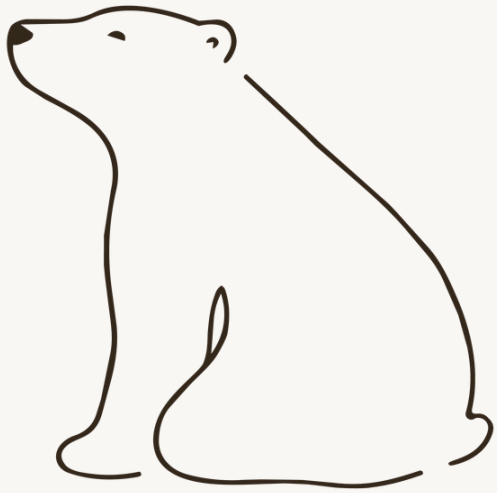


 **A wedding Venue Pattern
created by The Social Paige**



BUILDING YOUR PATTERN

Now for the fun bit, actually building it.



B E L L E V I T Ã



ROOTED IN SCIENCE
SHAPED BY NATURE



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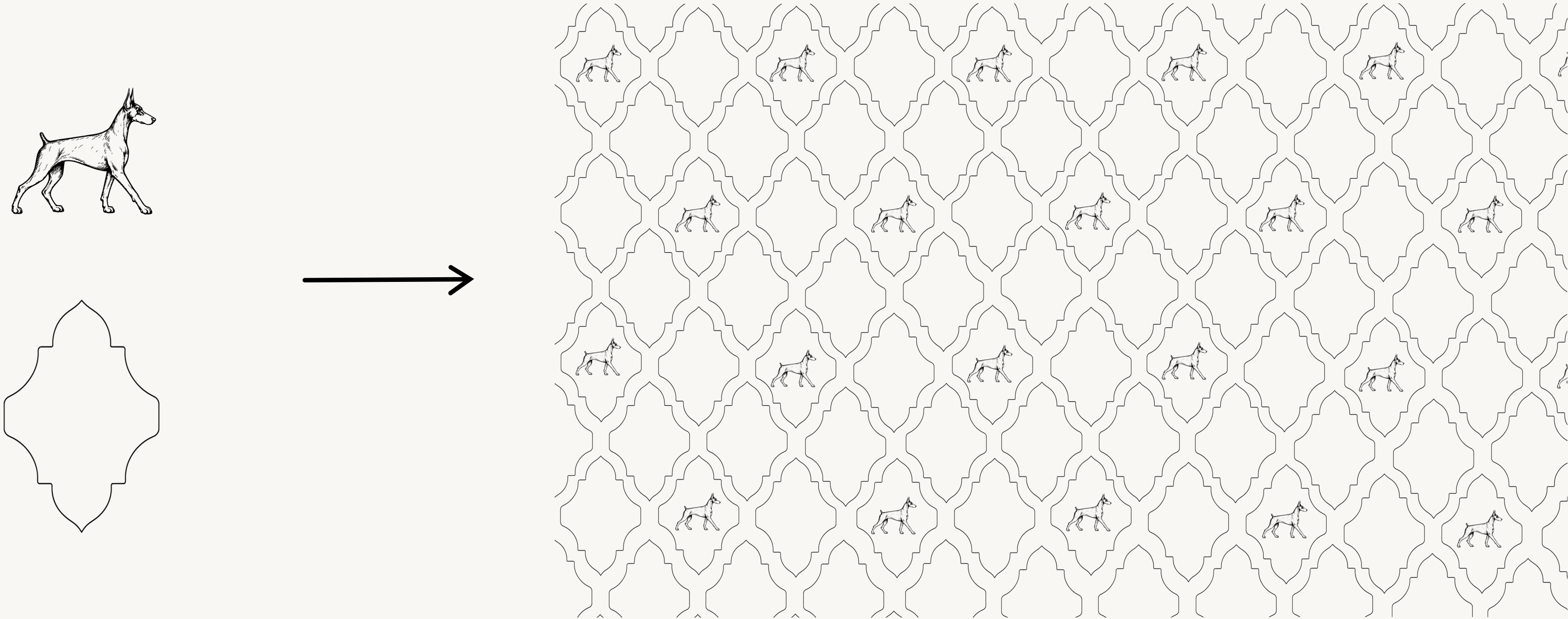


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Building Your Pattern

Once you've decided what your pattern is going to be made from, the biggest thing to play around with is how those elements repeat. You can take the exact same logo or shape and create five completely different patterns just by changing the layout.

Think about:

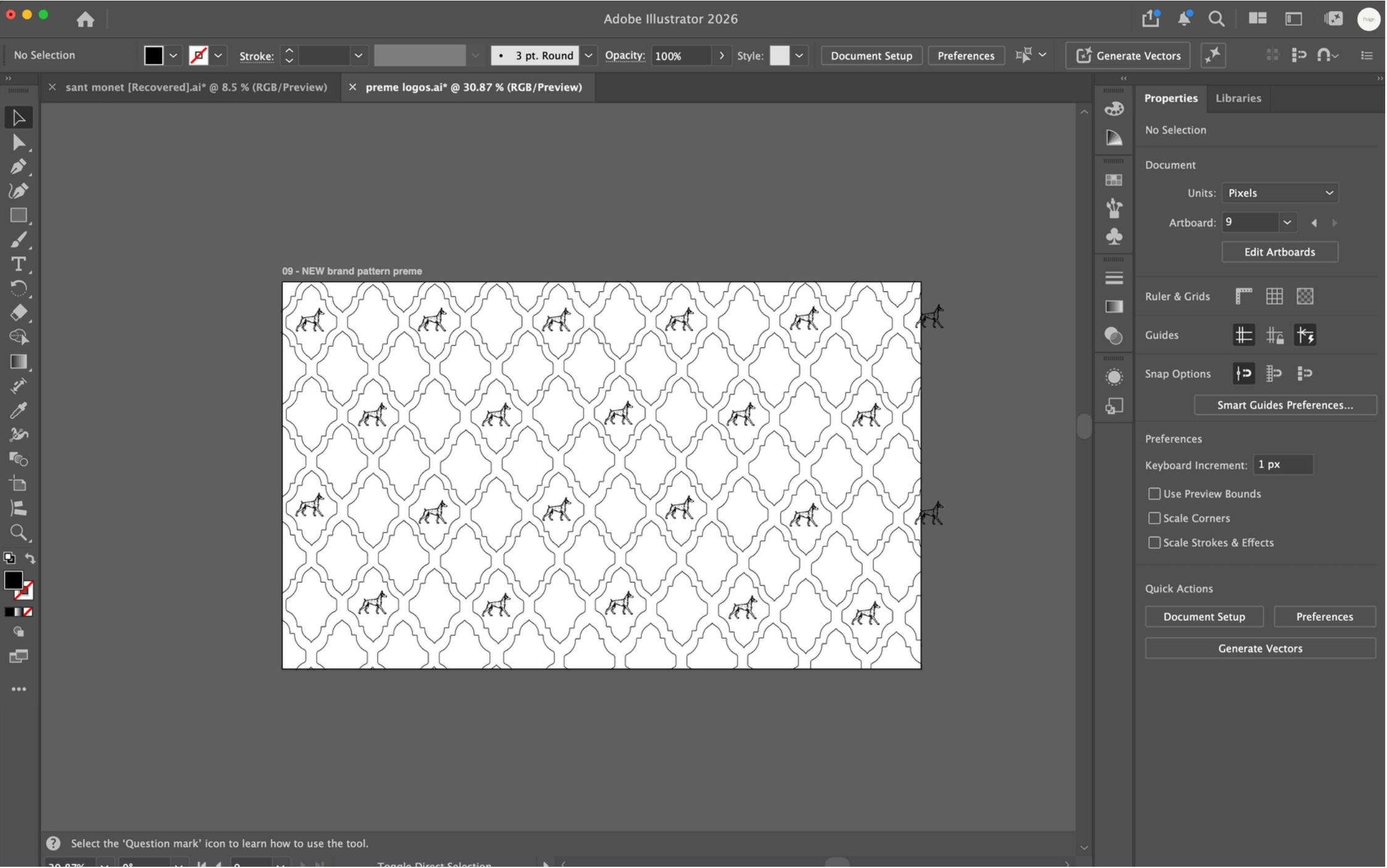
- Spacing - tight and busy, or lots of breathing room?
- Scale - tiny repeated elements or something oversized and bold?
- Direction - straight, diagonal, rotated or a little more random?
- Combination - one element repeated, or a mix of logos, shapes and graphics?
- Colour - one simple colourway or different combinations from the brand palette?

There really isn't one "correct" way to build a pattern. Duplicate, move things around, change the scale, rotate things, hate it, delete it and try again. That's usually how you land on the good one.

TOOLS

Now for the fun bit, actually building it.

Adobe Illustrator to create it



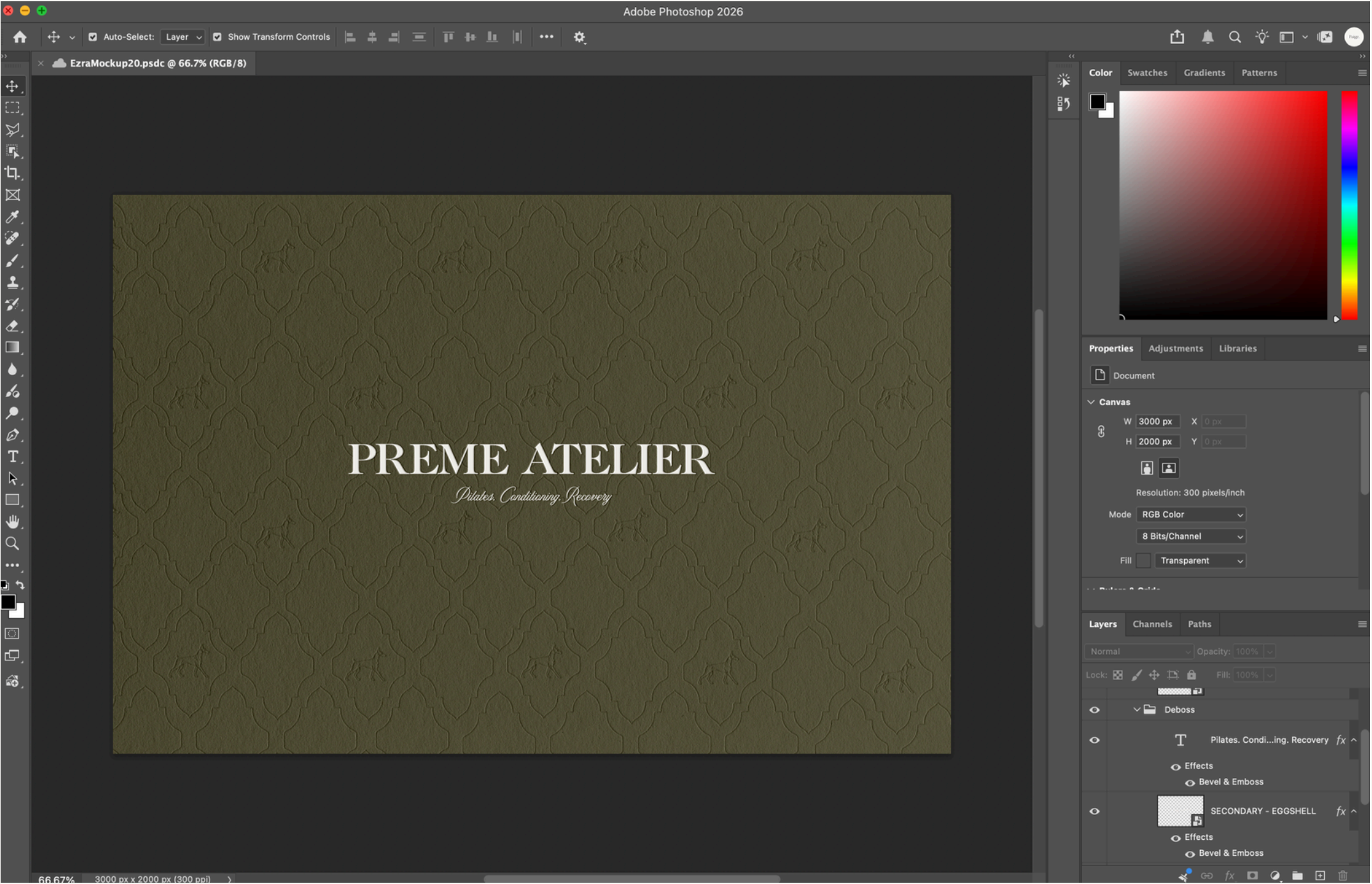


Adobe Illustrator checklist:

- AI file , your editable master file.
- SVG , perfect for websites and keeping everything scalable.
- PNG , with a transparent background where needed.
- JPG , useful when the pattern has a solid background colour.
- PDF , handy for print and easy client use.

I usually design in a rectangle but a square also works fine. There's no wrong or right size artboard. It's just about making sure the pattern repeats seamlessly..

Adobe Photoshop to add texture



WHERE TO USE BRAND PATTERNS

Now for the fun bit, actually building it.



You can use them across:

- Packaging: tissue paper, boxes, wrapping, bags, labels
- Print: business cards, menus, stationery, brochures
- Digital: website sections, social graphics, email marketing
- Physical spaces: walls, windows, uniforms
- Branded extras: tape, cards, merch

The best way to see if your pattern actually works? **Mock it up.** Something can look gorgeous sitting on an artboard and then absolutely not work when you put it on a box, bag or website.

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

Choose one brand identity, either a client project or a practice brand, and create a brand pattern that feels like a natural extension of the identity.

1. Choose an element to build from, logo, submark, shape, illustration or typography.
2. Create your repeating pattern.
3. Test at least two different scales or layouts before choosing your final version.
4. Create 2 colourways using the brand palette.
5. Mock your final pattern up on one real brand touchpoint, packaging, stationery, website, social, whatever makes sense for the brand.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: BRAND NAMING