Abstract
The number of aspects, guidelines and taxonomies that are generally and specifically handled in the visual dimension of the brand has motivated the development of this thesis, in which a technical and visual analytical model, applied to a group of brands is presented, with universal validity within the Latin alphabet, in a simple and effective way. For its development we define technical and visual significant key concepts of brand analysis and integrate them into an array of rankings and ratings. According to this master grid we develop a technical and visual analysis of the most valuable 100 global brands with their corresponding scales and classifications, for each of these brands. From this analysis we draw a number of conclusions which illustrate the importance of the different model concepts for the top 100 brands in the world.

Keywords
brand design, graphic identity, visual identity, corporate identity, global brands, brand analysis, brand template.