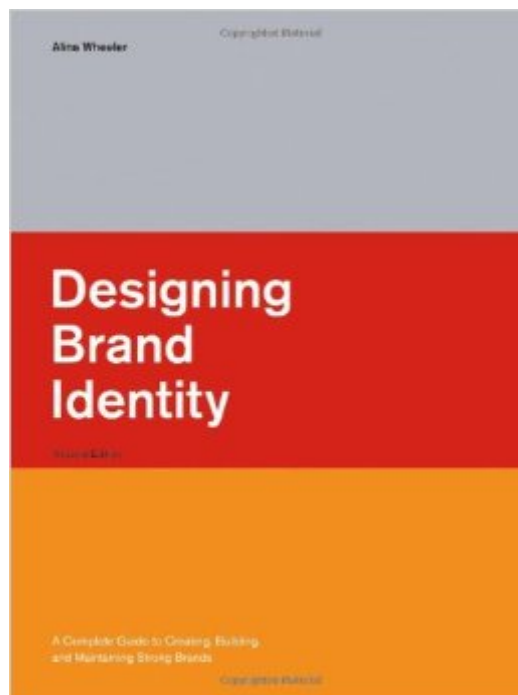


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# Designing Brand Identity: A Complete Guide To Creating, Building, And Maintaining Strong Brands



## Synopsis

This innovative approach -- blending practicality and creativity -- is now in full-color! From translating the vision of a CEO and conducting research, through designing a sustainable identity program and building online branding tools, *Designing Brand Identity* helps companies create stronger brands by offering real substance. With an easy-to-follow style, step-by-step considerations, and a proven, universal five-phase process for creating and implementing effective brand identity, the book offers the tools you need, whether a brand manager, marketer, or designer, when creating or managing a brand. This edition includes a wealth of full-color examples and updated case studies for world-class brands such as BP, Unilever, Citi, Tazo Tea, and Mini Cooper. Alina Wheeler (Philadelphia, PA) applies her strategic imagination to help build brands, create new identities, and design brand-identity programs for Fortune 100 companies, entrepreneurial ventures, foundations, and cities.

## Book Information

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## Customer Reviews

This book is a revelation. I found pp.46-47, *Staying on Message*, to distill what's so appealing about the book as a whole - it's a masterpiece of delivering just the right information, and just the right amount of information: completely, concisely, brilliantly. In this section, as in *Measuring Success* (and really, throughout the book), what Alina Wheeler says is all anyone really needs to know. I loved the truly amazing organization of the book - in fact, of each page in the book, and the book itself is the best example of design and content working together to support the whole. I feel like it's

the only book I'll ever need - it's a wonderful resource on so many aspects of branding, design, communication, and production - all in one easily accessible place!

I bought this book hoping it would be useful for me in creating a brand for my new company, I must say the book has been a fantastic tool for this purpose! The book is full of practical examples and shows you in a step by step process how to create and build a brand. If you are building a company and/or launching a product branding will be the key to success. This book is a great tool!

Alina Wheeler is a great designer. She's written or co-authored a number of books on the basics of design, branding and logos, and they're all great staples to add to your design library. For the aspiring designer, this book provides a great foundation on brand identity and basic branding. It covers a variety of areas, including imagery, typography, color and symbols. Using this book as a starting point, designers can learn how to successfully use these principles (or even bend them) in order to create compelling brands that stand the test of time. I definitely recommend this book.

This is a fantastic book - it's visually pleasing and easy to read. Most importantly, the information is directly applicable to real world situations. It includes a lot of lists, such as "Testing the effectiveness of a color strategy" and "core interview questions" (to ask clients). When you're developing or managing a brand identity, these lists can help you or your company focus on the task and get to the core ideas. I often turn to this book to facilitate branding-related work projects.

I got a copy from my university library and really enjoyed the step-by-step diagrams and flow charts. It was easy to follow and a great place to start if you are writing a scope of project document, or a specification document. However, I found all the grammatical errors a little alarming, and it put all the great work into a bad light. I am amazed that Wiley allowed this edition to ship, or possibly, my library has an advanced copy that wasn't completely ready. Otherwise it is a good basic book on branding.

This has wonderfully designed graphics and charts explaining the identity design process. This is a really good client education book, explaining the design process, why they need design, what identity design consists of, etcetera. I was looking for a book like this to explain to clients why they need identity design, what good it does, what it consists of and why their company cannot do without it any longer. I also think it would be a good book to use to explain to family members,

friends and neighbors "what you do." It would be a good book for someone who wants to start their own graphic design business, who is considering graphic design as their field of study, or who wants to convince others that graphic design is important. I recommend it highly for **MARKETING** professionals and those in **ADVERTISING**. You big, giant companies that have lots of mullah can give this away as a gift to your clients, or use this as a book to set on a coffee table in the waiting room or something. But I am going to use it to explain to clients why identity design is important. This book is not good for teaching graphic designers about creating brand identity. It is stuff we graphic designers were practically born knowing. But if you are a graphic designer who wants brand identity jobs, get it! It will help you turn your potential clients into clients.

This is a great book for a designer at any level of experience. The author gives examples on just about anything that has to do with branding a company. There are great color illustrations, and most of the logo studies are fairly recent and by well known designers. The end of the book deals mostly with case studies that are fairly in depth. Great Book for info, as well as inspiration.

This is probably the most comprehensive process I have seen outlined bar none. It is really a complete, ready to go organisational structure for any design or branding operation. Not to mention the presentation, with information presented with such clarity and intuitive usability that I suspect it may have inspired the likes of Google Analytics.

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