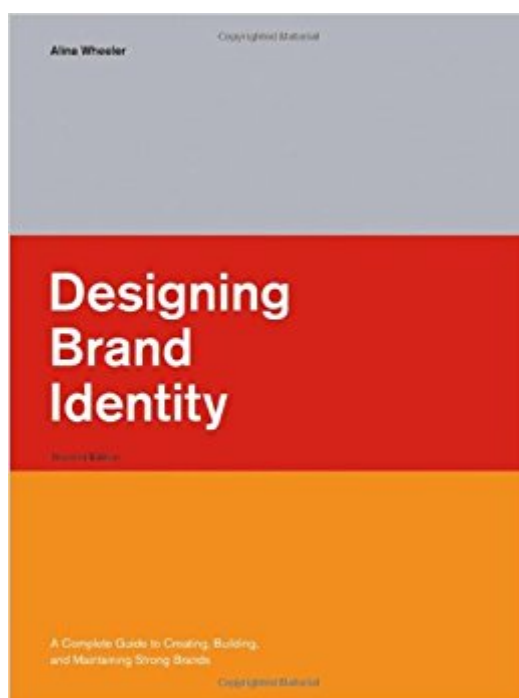


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# Designing Brand Identity: A Complete Guide To Creating, Building, And Maintaining Strong Brands



## 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

"...the new edition of this well-regarded book is a joy...an inspiring and powerful toolkit" (The Marketer, May 2006)

**Praise for *Designing Brand Identity*** This is the new bible for creating the look and feel of a brand. Step by step, touchpoint by touchpoint, Wheeler shows how to turn brand strategy into a perfect customer experience. "Marty Neumeier, author, *The Brand Gap* Alina Wheeler provides a practical

structure for the brand-building process, a remarkable achievement in a discipline that is notorious for being out of touch with reality. "Al Ries, coauthor, *The Origin of Brands* Wheeler has succeeded in publishing a compendium that will prove to be a valued reference book for all members of the branding team. "Communications Arts, May/June 2004

Amazing book.

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 mulah 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.

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 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.

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!

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.

Great quality and helpful in my field.

I literally have this book sitting on my desk and refer to it often. It's a great reference for anyone in the business of branding.

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