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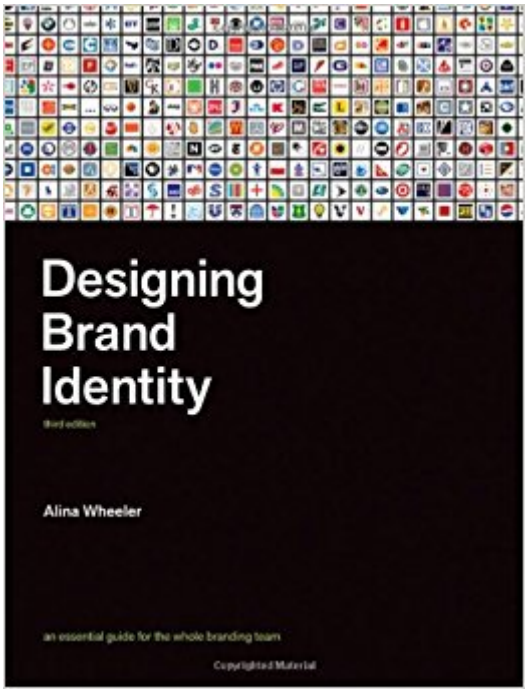
Designing Brand Identity: An Essential Guide For The Whole Branding Team



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Synopsis

Praise for previous editions of Designing Brand Identity: An inspiring and powerful toolkit. The Marketer Alina Wheeler provides a practical structure for the brand building process. Al Ries, coauthor, Positioning Wheeler's book offers a cogent description of how strategy and design meet in the real world among world-class companies. Marty Neumeier, author, The Brand Gap A valued reference book for all members of the branding team. Communication Arts

Book Information

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Product Description Who are you? Who needs to know? Why should they care? How will they find out? In a densely crowded marketplace, corporations, organizations, and even individuals look for ways to differentiate themselves. That is the job of branding. Whether your goal is to express a new brand or to revitalize an existing one, here is a proven, universal five-phase process for creating and implementing effective brand identity. From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity is an essential reference for the entire process. Enriched by new case studies showcasing successful world-class brands from Herman Miller and General Electric to the Obama '08 election campaign, this Third Edition offers new insights into emerging trends such as sustainability and social networks. Alina Wheeler applies her strategic imagination and process management skills to revitalize brands for Fortune 100 companies, entrepreneurial ventures, and nonprofits. Twelve Traits of the Best Brand Identity Firms The choice for any client can be

daunting. More than ever, there is a panoply of highly capable firms that specialize in brand identity. Which ones should companies trust to revitalize their brand? Whether the firms are global brand consultancies, multidisciplinary design offices, design boutiques, or specialists in areas such as packaging or interactivity, these core competencies hold true. 1. Strategic imagination. An ability to understand and align business goals with creative strategy and expression is critical. 2. Process focus. A disciplined process is used to foster collaboration, build trust, and ensure responsible decision-making and results. 3. Design excellence. Reducing a complex, meaningful idea to its visual essence requires skill, patience, and unending discipline, whether the endpoint is a symbol, a look and feel, or an integrated brand identity system. 4. Irrefutable logic. Creating a new system or brand architecture requires an ability to communicate a compelling case for change to any decision-maker, from the CEO to the director of marketing to a division head. 5. Alchemy. An ability to synthesize vast amounts of information and reduce it to a big idea. Also, an ability to cut through the clutter and see the Ã¢â ¬Å“goldÃ¢â ¬Â• in a marketing audit. 6. Empathy and insight. An ability to be collaborative and understand the perspectives of all stakeholders, to suspend judgment and transcend politics. 7. Flexibility and humor. An ability to keep an eye on the big picture despite constraints and challenges. A sense of humor always helps. 8. Mindfulness and curiosity. An awareness of what is going on in the wider world and insight into best practices and the branding landscape. 9. Tenacity. Boundless energy and the perseverance of a marathon runner are required to develop and refine key messages, new names, taglines, and branding guidelines. 10. Organization. Phase by phase, email by email, presentation by presentation, file by file, tracking and documentation are key. 11. Focus. First and foremost, the process must stay focused on the customer and their experience. 12. Passion. Passion fuels excellence and inspires brand engagement.

"Returning with a third edition is the branding bible that is widely regarded as the absolute best, most comprehensive, most successful, and most effective book to use as a reference when creating a brand and brand identity, Designing Brand Identity. Very thorough and to the point, Wheeler’s guide takes one through the process of developing, implementing, disseminating, and maintaining a brand identity for a company, organization, or group and give them an edge in the marketplace." (San Francisco Book Review, January 25, 2010) "We will be reading the book together as a company, and you should stoop and buy one now." (matchstic.com, August 25, 2009)

It speaks from every stakeholder perspective. Very well done.

Bought it for a class and actually had to read it. Doesn’t go into as much detail as I think it should. Just skims the surface and points out major issues and things you should be doing to brand a business or person. Has several pages with lists of ideas (for example; touchpoints) Good for a beginner/class but for someone really wanting to get into the deep end of branding I would look for something else. Layout is simple and easy to understand.

Bought this book to help with a rebrand project. Strongly suggest this purchase as it is a great reference book that can be applied in many situations.

Easily one of the most holistic coverages on the concept of "Branding". This is a MUST for students and professionals at any state in the career. This is a fantastic reference, and should be mandatory reading for anyone working in a Branding/Marketing/Advertising capacity.

This book is amazing, though it’s very more geard to a rebranding of large corporations not how to open a small mom and pop store are product.Think it’s a bit out dated. Can’t wait for the next edition.

It describe all about graphic design. With examples.I make a specialization of graphic design and this book was perfect to exemplify everything I look in the classes.

Although I have extensive experience in trademark and intellectual property law, I lack a formal education in branding and its language; I turned to this book to fill in the gaps and help me understand how to lead a branding and visual identity campaign.As stated, this book is very close to outstanding, but not necessarily outstanding. At 4/5 stars, I clearly very highly recommend it. However, my criticism stems from the book’s failure to clearly define its terms. I understand that branding is, largely by definition, a more artful business tool, but there is a whole branding lexicon that is not well explained in the book. As you work your way through the book, you’ll encounter repeated uses of the word, so you come to build your own definition, but I would have found it useful if terms would have been clearly defined at the outset, rather than mush-ily and circularly defined.Despite this limitation, the book does a wonderful job of demonstrating the numerous layers of brand identity, and the processes associated with leading a branding campaign, be it key messages, visual identity or name. Wonderfully laid out steps with good examples. Keep in mind,

however, this is more of a survey book, not necessarily a textbook intended to be comprehensive in itself. So while it brilliantly lays out the processes, you'll need to use other resources to fill out any gaps you might have.Additionally, perhaps as you'd expect from a leading branding book, this book is beautifully laid out and shows a great appreciation for information design. Its a visual feast for the eyes that you'll enjoy perusing.

Thorough and useful reference book for branding. If you want one book on branding, this is it. Buy it now.

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