

Alina Wheeler

Designing Brand Identity

third edition

an essential guide for the entire branding team



John Wiley & Sons, Inc.

Part 1 presents the fundamental concepts needed to jumpstart the brand identity process and create a shared vocabulary for the entire team.

Designing Brand Identity is a quick reference guide. All subject matter is organized by spread for ease of access in the blinding speed of business and life. No power source needed—just your desire and passion to be the best.

Brand basics

- 2 What is brand?
- 4 What is brand identity?
- 6 What is branding?
- 8 Who are stakeholders?
- 10 Why invest?
- 12 Brand strategy
- 14 Positioning
- 16 Big idea
- 18 Customer experience
- 20 Names
- 22 Brand architecture
- 24 Taglines
- 26 Staying on message
- 28 Cross cultures

Brand identity ideals

- 30 Overview
- 32 Vision
- 34 Meaning
- 36 Authenticity
- 38 Differentiation
- 40 Durability
- 42 Coherence
- 44 Flexibility
- 46 Commitment
- 48 Value

Brand identity elements

- 50 Brandmarks
- 52 Sequence of cognition
- 54 Wordmarks
- 56 Letterform marks
- 58 Pictorial marks
- 60 Abstract marks
- 62 Emblems
- 64 Characters
- 66 Look and feel

Brand forces

- 68 Brand Dynamics
- 70 Sustainability
- 72 Social media
- 74 Brand licensing
- 76 Private labeling
- 78 Certification
- 80 Personal branding

Before and after

- 82 Merger
- 83 New name
- 84 Redesign
- 86 Packaging

Part 2 presents a universal brand identity process regardless of the project's scope and nature. This section answers the question "Why does it take so long?"

Part 3 showcases best practices. Local and global, public and private, these projects inspire and exemplify original, flexible, lasting solutions.

- 90 A process for success
- 92 Managing the process
- 94 Measuring success
- 96 Collaboration
- 98 Decision making
- 100 Insight

Phase 1
Conducting research

- 102 Overview
- 104 Market research
- 106 Usability
- 108 Marketing audit
- 110 Competitive audit
- 112 Language audit
- 114 Audit readout

Phase 2
Clarifying strategy

- 116 Overview
- 118 Narrowing the focus
- 120 Brand brief
- 122 Naming

Phase 3
Designing identity

- 124 Overview
- 126 Logotype + signature
- 128 Color
- 130 More color
- 132 Typography
- 134 Sound
- 136 Motion
- 138 Trial applications
- 140 Presentation

Phase 4
Creating touchpoints

- 142 Overview
- 144 Trademark process
- 146 Letterhead
- 148 Business card
- 150 Collateral
- 152 Website
- 154 Favicons
- 156 Signage
- 158 Product design
- 160 Packaging
- 162 Advertising
- 164 Environments
- 166 Vehicles
- 168 Uniforms
- 170 Ephemera

Phase 5
Managing assets

- 172 Overview
- 174 Changing brand identity
- 176 Launching brand identity
- 178 Building brand champions
- 180 Internal design teams
- 182 Brand books
- 184 Standards content
- 186 Standards + guidelines
- 188 Online branding tools
- 190 Reproduction files
- 192 Global metrics

- 196 ACLU
- 198 Amazon.com
- 200 Apotek
- 202 Assurant
- 204 Aveda Uruku
- 206 Beeline
- 208 BP
- 210 California Academy of Sciences
- 212 Cereality
- 214 Chambers Group
- 216 City Church Eastside
- 218 Coca-Cola
- 220 Eimer Stahl
- 222 FedEx
- 224 Feng
- 226 FORA.tv
- 228 GE
- 230 Good Housekeeping Seal
- 232 Heavy Bubble
- 234 Herman Miller
- 236 Hot Wheels
- 238 HP
- 240 IUNI Educacional
- 242 Kort & Godt
- 244 Laura Zindel
- 246 Library of Congress
- 248 MoMA
- 250 The New School
- 252 NIZUC
- 254 Obama
- 256 Olympic Games
- 258 Park Angels
- 260 PNC Virtual Wallet
- 262 Presbyterian Church
- 264 Preferred
- 266 (RED)
- 268 Saks Fifth Avenue
- 270 sugarFISH
- 272 Superman
- 274 Tate
- 276 Thomas Jefferson's Poplar Forest
- 278 TiVo
- 280 Unilever
- 282 Vanguard ETFs
- 284 Velfina
- 286 Vueling
- 288 The Wild Center
- 290 Xohm
- 292 Bibliography
- 294 Index
- 310 About the author