

BOOK OF BRANDING

A GUIDE TO CREATING BRAND IDENTITY FOR
STARTUPS AND BEYOND

RADIM MALINIC

[BRAND NU LTD.](#)

CONTENTS

[Join my Author club](#)

[Foreword](#)

[Introduction](#)

[Planning](#)

[What is branding, exactly? And why's it so important?](#)

[Brand identity: where does a fledgeling startup begin?](#)

[Branding and identity lingo](#)

[Finding the right partnership](#)

[Requesting proposals or pitches](#)

[The costing of branding](#)

[Planning and timescales](#)

[The legal stuff](#)

[Strategy explained](#)

[The immersion and discovery stage](#)

[Brand purpose](#)

[Understanding your audience](#)

[Brand refreshes and design audits](#)

[Visual research and art direction](#)

[The brand brief](#)

[Case Study: Canamis Life + Health](#)

[Case Study: Space Made](#)

[Case Study: Hashmats Health](#)

[Case Study: LLOE London](#)

[Process](#)

[The design road map](#)

[The dark art of naming](#)

[Finding the one big idea](#)

[The logo's role in identity](#)

[Find your type](#)

[Brand colours](#)

[Custom iconography](#)

[UX and UI style guide](#)

[Creating the visual assets](#)

[Messaging and tone of voice](#)

[Building the deck and stress testing](#)

[The big reveal](#)

[The art of feedback](#)

[When things go well, still validate](#)

[Brand guidelines](#)

[Case Study: Rojo London](#)

[Case Study: Seraclimb](#)
[Case Study: Grapes](#)
[Case Study: Vixen & Fox](#)

[Application](#)

[The launch strategy](#)
[The hourglass approach](#)
[Amplify the message](#)
[Business stationery](#)
[Animated Assets](#)
[Presentations decks](#)
[Packaging design and print](#)
[Digital design and development](#)
[Commissioning and shooting brand photography and film](#)
[Digital advertising](#)
[How to dress well](#)
[Interior and exhibition design, signage and wayfinding](#)
[A brand on the move](#)
[Go easy on the extras](#)
[The final delivery](#)
[Case Study: Lux Coffee Roasters](#)
[26th Titanic Film Festival](#)
[Case Study: Think and Grow Vegan](#)
[Case Study: Branding Sleep](#)

[Advice](#)

[Branding as a spectator sport](#)
[Collaboration and skill-swapping](#)
[Don't just make the logo bigger](#)
[Why crowdsourced design is never a good idea](#)
[Getting paid](#)
[Don't fight fires you didn't start](#)
[Leave your ego at the door](#)
[Practise what you preach](#)
[Press pause and reflect](#)
[Progress updates](#)
[The promise of a good folio piece](#)
[When it all goes wrong and what to do](#)
[Don't chase impossible horizons](#)
[Vote with your time](#)
[Own it and enjoy it](#)

[About the author](#)
[Available book series](#)
[Thanks and acknowledgements](#)
[Glossary](#)

[Radim's Author club](#)
[Please leave a review](#)