

Alina Wheeler



**Designing
Brand
Identity**
fifth edition

an essential guide for the entire branding team

WILEY

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. All that is needed is your desire and passion to be the best.

Basics

Part 1 presents the fundamental concepts needed to jumpstart the branding process and creates a shared vocabulary for the entire team.

Brand basics

- 2 Brand
- 4 Brand identity
- 6 Branding
- 8 Brand governance
- 10 Brand strategy
- 12 Why invest
- 14 Stakeholders
- 16 Culture
- 18 Customer experience
- 20 Cross cultures
- 22 Brand architecture
- 24 Symbols
- 26 Names
- 28 Taglines
- 30 Staying on message
- 32 Big idea

Brand ideals

- 34 Overview
- 36 Vision
- 38 Meaning
- 40 Authenticity
- 42 Coherence
- 44 Flexibility
- 46 Commitment
- 48 Value
- 50 Differentiation
- 52 Longevity

Brand elements

- 54 Brandmarks
- 56 Wordmarks
- 58 Letterform marks
- 60 Pictorial marks
- 62 Abstract marks
- 64 Emblems
- 66 Dynamic marks
- 68 Characters

Brand dynamics

- 70 Trends
- 72 Making a difference
- 74 Big data analytics
- 76 Social media
- 78 Smartphones
- 80 Apps
- 82 Private labeling
- 84 Brand licensing
- 86 Certification
- 88 Crisis communications
- 90 Personal branding
- 92 China

Before and after

- 94 Brandmark redesign
- 100 Packaging redesign

Process

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

Process basics

- 104 A process for success
- 106 Managing the process
- 108 Brand initiatives
- 110 Measuring success
- 112 Collaboration
- 114 Decision making
- 116 Intellectual property
- 118 Design management

Phase 1

Conducting research

- 120 Overview
- 122 Insight
- 124 Market research
- 126 Usability testing
- 128 Marketing audit
- 130 Competitive audit
- 132 Language audit
- 134 Audit readout

Phase 2

Clarifying strategy

- 136 Overview
- 138 Narrowing the focus
- 140 Positioning
- 142 Brand brief
- 144 Naming
- 146 Renaming

Phase 3

Designing identity

- 148 Overview
- 150 Identity system design
- 152 Look and feel
- 154 Color
- 156 More color
- 158 Typography
- 160 Sound
- 162 Trial applications
- 164 Presentation

Phase 4

Creating touchpoints

- 166 Overview
- 168 Content strategy
- 170 Website
- 172 Collateral
- 174 Stationery
- 176 Signage
- 178 Product design
- 180 Packaging
- 182 Advertising
- 184 Placemaking
- 186 Vehicles
- 188 Uniforms
- 190 Ephemera

Phase 5

Managing assets

- 192 Overview
- 194 Changing brand assets
- 196 Launching
- 198 Building brand champions
- 200 Brand books
- 202 Guidelines
- 204 Guidelines content
- 206 Online brand centers

Best Practices

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

Case studies

- 210 ACHC
- 212 ACLU
- 214 Action Against Hunger
- 216 Adanu
- 218 Amazon.com
- 220 Ansible
- 222 Beeline
- 224 Boston Consulting Group
- 226 Boy Scouts of America
- 228 Budweiser
- 230 Cerner
- 232 City of Melbourne
- 234 Coca-Cola
- 236 Cocktails Against Cancer
- 238 Coors Light
- 240 Cooper Hewitt
- 242 Credit Suisse
- 244 Deloitte
- 246 Fern by Haworth
- 248 Fred Hutch
- 250 Global Handwashing Day
- 252 IBM 100 Icons of Progress
- 254 IBM Watson
- 256 Jawwy from STC
- 258 Laughing Cow
- 260 LinkedIn China
- 262 Mack Trucks
- 264 Mastercard
- 266 Mozilla
- 268 Mural Arts Philadelphia
- 270 NIZUC
- 272 NO MORE
- 274 Ohio & Erie Canalway
- 276 Peru
- 278 Philadelphia Museum of Art
- 280 Pitney Bowes
- 282 PNC
- 284 Quartz
- 286 (RED)
- 288 RideKC Streetcar
- 290 Santos Brasil
- 292 Shinola Detroit
- 294 Smithsonian National Air and Space Museum
- 296 SocialSecurity.gov
- 298 Southwest Airlines
- 300 Spectrum Health System
- 302 Starbucks
- 304 Sydney Opera House
- 306 Unstuck
- 308 Vueling

Front matter

- ii The book lab
- x Foreword

Back matter

- 310 Bibliography
- 312 Index: Brands
- 316 Index: People
- 318 Index: Firms
- 319 How to use this book