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Designing Brand Identity

A Complete Guide to Creating, Building, and Maintaining Strong Brands



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Perception

Part 1 defines the difference between brand and brand identity, and what it takes to be the best. A set of fundamental concepts forms the foundation of a successful brand identity process. It holds true regardless of the size and nature of the client or the scope of the project.

This book is one-stop learning about brand identity. It's an accessible resource that provides a road map to the process, explains some fundamental concepts, and showcases best practices. In the heat of a big project, it's easy to forget these core concepts; then again, maybe we never quite understood them and didn't want to ask. This resource supports a larger goal: to create, build, and manage strong brands, and to demonstrate why brand identity is a vital investment in the future.

All subject matter is organized by spread for easy accessibility.

Author's note

Brand identity implies an asset. Corporate identity sounds too much like an expense. I think this is an important distinction.

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- 4 What is brand identity?
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Part 2 presents the brand identity process. The process underlies all successful brand identity work, regardless of the nature and size of the project. This section answers the question "Why does it take so long?"

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Part 3 presents a series of case studies that reflect best practices. From local to global, from public through private, the range is a spectrum of branding and brand identity projects created by firms with diverse methodologies and strengths—from branding and design consultancies to in-house departments.

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