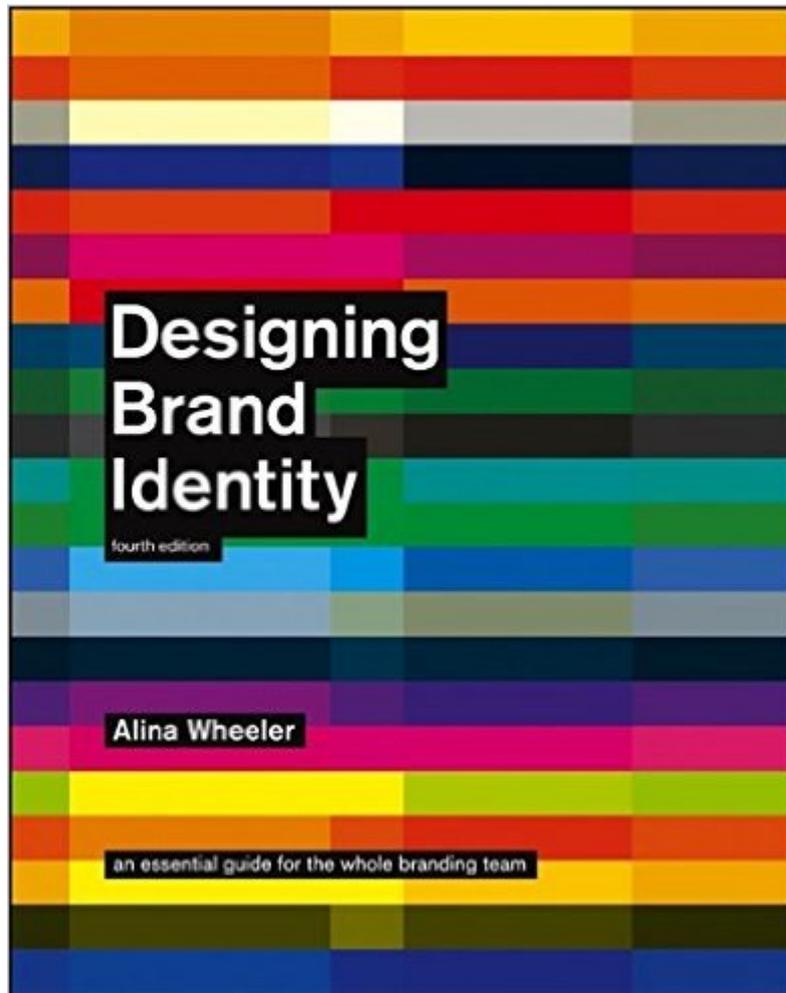


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# Designing Brand Identity: An Essential Guide For The Whole Branding Team, 4th Edition



## Synopsis

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand. From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class. Updated to include more than 35 percent new material. Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity.

## Book Information

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## Customer Reviews

As a designer, I've had difficulty for years finding a book that really spoke to me about Identity and Branding. I usually end up resorting to Internet research. While this is fine in most cases, sometimes I just want a solid book to curl up with and read. This book is the perfect solution to the problem. The book is broken down into three main sections: Basics, Process, and Best Practices. Each one of these sections is broken down into smaller groups. Basics: Brand Basics, Brand Ideals, Brand Elements, Brand Dynamics, Before & After. Process: Process Basics, Conducting Research, Clarifying Strategy, Designing Identity, Creating Touchpoints, Managing Assets. Case Studies: 51 different Studies. Wheeler does a great job of explaining the difference between Brand and Brand

Identity. This is sometimes a difficult thing to discuss, and one that often requires tangible examples. It's all laid out in front of us and makes perfect sense. She then goes on to describe different aspects to remember. Many of these are often forgotten and she touches on each one specifically. Next, she goes through different elements that may go into the branding process (logotype, brandmark, tagline, etc.). She also discusses a plethora of other nuances that may also be important. The level of detail is excellent and she does a great job of making sure the reader is informed of all the different things that should be in the forefront of their mind during the Branding process. The Process section really is the crowning glory of this book. Wheeler really breaks down every single step in the process. It's so easy to understand what she's describing and it's really refreshing to finally have a book that breaks it down into manageable pieces.

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