

Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition

By Alina Wheeler

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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

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Editorial Review

Amazon.com Review

Ten Imperatives for Branding Success

Brands represent an organization's most valuable asset--influencing customers, prospects, investors, and employees. Why do some brand initiatives just expire midstream after an initial investment of capital and resources? Whether you are a consumer brand, a nonprofit, or a mid-size service business, here are some tips to increase the chances of positive outcomes for your initiative.

1. **Ensure that your leadership team endorses the brand initiative and process.** There must be a strong mandate from the top. If the commitment to revitalize the brand is tepid, it will fizzle in the middle. Do you have a plan and a disciplined process that is easy to understand?
2. **Establish clear goals and an endpoint.** Why are we doing this? How will things be different at the initiative's end? Will we have new guidelines to make it easier to communicate consistently about our brand to our customers and employees? Will we clearly articulate who we are and what we stand for? Will our website will work on mobile devices?
3. **Establish clear responsibilities.** Acknowledge that your investment will require staff time, not just writing checks. It's a collaborative process. Identify an internal person to be the direct contact for the branding firm--a "make it happen" person with superior organization skills.
4. **Use a disciplined process with realistic benchmarks.** Agree on what the brand stands for before any creative work is done. Use a tool like the brand brief to ensure that key decision makers agree on your brand's essence, its competitive advantage, your target market, and your value proposition.
5. **Stay customer centric.** The best brand decisions can only be made with the customer's needs and experiences in mind. See the world through the eyes of your customers.
6. **Commit to a small decision group at the beginning of the process.** Never bring in decision-makers in the middle of the process. Key decisions makers must be present throughout the process and at all key decision points.
7. **Determine your readiness to make a commitment?** Is your company ready to invest the time, capital, and human resources to revitalize your brand? Readiness is a critical success factor.
8. **Determine how you will measure success.** Consider benefits like employee engagement, and a more efficient, cost-effective marketing toolbox. Communicate that it's everyone's job to protect and grow the brand asset.
9. **Launch internally first, then externally to key stakeholders.** Remember to communicate why you made these changes and what they mean. Thoughtfully consider your list of stakeholders as you plan your launch. Make sure that all of your vendors have access to the new guidelines.
10. **Demonstrate—don't declare—why customers should choose you over others.** Seize every opportunity to communicate your value, and to radically differentiate your brand from others. Identify touchpoints where your can build trust, attract new customers, create buzz, and inspire customer loyalty.

Review
"The fourth edition of "Designing Brand Identity" is a truly comprehensive resource of definitions, explanations, insights, and examples of what it means to do outstanding brand identity work. Alina's new book is a must-have for anyone that is interested in brand identity development." (LiquidAgency.com,

3/5/13)

From the Back Cover

Who are you?

Who needs to know?

Why should they care?

How will they find out?

The bestselling toolkit for the whole branding team

Whether your goal is to revitalize an existing brand or launch a new one, here is a proven, universal five-phase process for amplifying differentiation, fueling recognition, and building brand champions. From research and analysis through brand strategy, from design development through brand standards, and from launch to governance, *Designing Brand Identity* is the most comprehensive resource used by brand builders all over the world as an essential reference for the entire process.

This thoroughly updated *Fourth Edition* offers insights into current trends in social networks, mobile devices, global markets, and virtual brands as well as emerging tools such as apps and video. More than 30 new case studies showcase global best practices and successful world-class brands, from IBM to Starbucks to Santos Brasil.

Praise for *Designing Brand Identity*

Writers have *The Elements of Style*. Managers have *The Effective Executive*. Chairpeople have *Robert's Rules of Order*. And now brand-builders have *Designing Brand Identity*. If you have (or would like to have) responsibility for managing, measuring, critiquing, or designing a brand, you've found your bible.
Marty Neumeier, author, *The Brand Gap*

***Designing Brand Identity* is a recipe book for brand-builders. Wheeler does for branding what Julia Child did for cooking.**
Patricia Martin, author, *RenGen*

Users Review

From reader reviews:

Lily Pawlak:

The book Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition can give more knowledge and also the precise product information about everything you want. Exactly why must we leave a very important thing like a book Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition? Some of you have a different opinion about publication. But one aim which book can give many information for us. It is absolutely right. Right now, try to closer along with your book. Knowledge or details that you take for that, you are able to give for each other; you are able to share all of these. Book Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition has simple shape but the truth is know: it has great and large function for you. You can search the enormous

world by available and read a guide. So it is very wonderful.

Elvis Quinlan:

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Douglas Anderson:

People live in this new moment of lifestyle always try to and must have the time or they will get wide range of stress from both daily life and work. So , whenever we ask do people have spare time, we will say absolutely indeed. People is human not really a huge robot. Then we inquire again, what kind of activity are there when the spare time coming to a person of course your answer will certainly unlimited right. Then do you ever try this one, reading guides. It can be your alternative throughout spending your spare time, the actual book you have read will be Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition.

Mary Gobeil:

Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition can be one of your beginning books that are good idea. Many of us recommend that straight away because this book has good vocabulary that may increase your knowledge in vocabulary, easy to understand, bit entertaining but nonetheless delivering the information. The copy writer giving his/her effort that will put every word into delight arrangement in writing Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition but doesn't forget the main level, giving the reader the hottest along with based confirm resource details that maybe you can be certainly one of it. This great information can drawn you into fresh stage of crucial considering.

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