

**Alina Wheeler**

# **Designing Brand Identity**

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



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# 1

## 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.*

- 1 Introduction
- 2 What is a brand?
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## Practice

*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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