

Designing Brand Identity
is a quick reference guide.
All subject matter is organized
by spread for ease of access.

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

How to use this book

Use it as a guide for your brand initiative.
Refresh what you already know.
Learn something new.
Educate your client.
Educate your staff.
Educate your students.
Build a better brand.
Keep the process on track.
Establish shared vocabulary.
Set benchmarks.
Ground yourself in the fundamentals.
Write a better proposal.
Write a better strategy.
Be inspired by a case study.
Bust through silos.
Get suits and creatives communicating.
Quote an expert or an avatar.
Sticky note your favorite spreads.
Use the diagrams in a presentation.
Get outside your comfort zone.
Recharge your batteries.
Explain your job to your family.
Give it as a birthday present.
Use it to beautify your coffee table.

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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?"

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

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