

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

**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.

**Basics**

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

**Brand basics**

- 2 Brand
- 4 Branding
- 6 Brand identity
- 8 Brand strategy
- 10 Why invest
- 12 Stakeholders
- 14 Organizational culture
- 16 Brand experience
- 18 Brand architecture
- 20 Visual identity
- 22 Messaging and voice
- 24 Brand governance

**Brand elements**

- 46 Names
- 48 Brandmarks
- 50 Wordmarks
- 52 Letterform marks
- 54 Pictorial marks
- 56 Abstract marks
- 58 Emblems
- 60 Dynamic marks
- 62 Taglines
- 64 Characters

**Brand dynamics**

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- 68 Social justice
- 70 Sustainability
- 72 Global and local
- 74 Artificial intelligence
- 76 Big data analytics
- 78 Social media
- 80 Digital interfaces
- 82 Mobile apps
- 84 Evidence-based marketing
- 86 Private labeling
- 88 Brand licensing
- 90 Certification
- 92 Crisis communications
- 94 Personal branding

**Before and after**

- 96 Overview
- 98 Brandmark redesign
- 102 Packaging redesign
- 104 Renaming

## Process

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?"

## Best Practices

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

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- 118 Decision making
- 120 Intellectual property
- 122 Design management

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- 128 Market research
- 130 Usability testing
- 132 Marketing audit
- 134 Competitive audit
- 136 Verbal audit
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- 222 Batiste
- 224 Better Place Forests
- 226 BCG X
- 228 Campbell
- 230 Chobani
- 232 City of Vienna
- 234 Deloitte
- 236 DonorsChoose
- 238 DuPont
- 240 Eames Institute
- 242 Eat Curious
- 244 82nd Street Partnership
- 246 Filthy
- 248 Folk
- 250 Fremtind
- 252 Gentari
- 254 GSK
- 256 Helen of Troy
- 258 High Street Market & Deli
- 260 Hootsuite
- 262 Hopscotch
- 264 Human Rights First
- 266 Italicus
- 268 Jodrell Bank
- 270 KatKin
- 272 Kia
- 274 Lavish Pizza
- 276 LEGO
- 278 LONGFU 隆福寺
- 280 Lucid Motors
- 282 Lumanity
- 284 The Mellon Foundation
- 286 Oli!
- 288 oLiv
- 290 OneTen
- 292 Pan-Afrikan Design Institute
- 294 Papier
- 296 Perth Airport
- 298 Petbarn
- 300 Piedmont Art Walk
- 302 Saga
- 304 Salehiya
- 306 Santa Barbara Botanic Garden
- 308 Sense
- 310 Spotify
- 312 Sun Day Carwash
- 314 US Open
- 316 Viva