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Designing Brand Identity

an essential guide for the whole branding team

Part 1 presents the fundamental
concepts needed to jumpstart the brand
identity process and create a shared
vocabulary for the entire team.

Designing Brand Identity is a
quick reference guide. All subject
matter is organized by spread
for ease of access in the blinding
speed of business and life. All
that is needed is your desire and
passion to be the best.

Process

Part 2 presents a universal brand identity process regardless of the project's scope and nature. This section answers the question "Why does it take so long?"

Process basics

Phase 1
Conducting research

Phase 2
Clarifying strategy

Phase 3
Designing identity

Phase 4
Creating touchpoints

Phase 5
Managing assets

Best Practices

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

Case studies