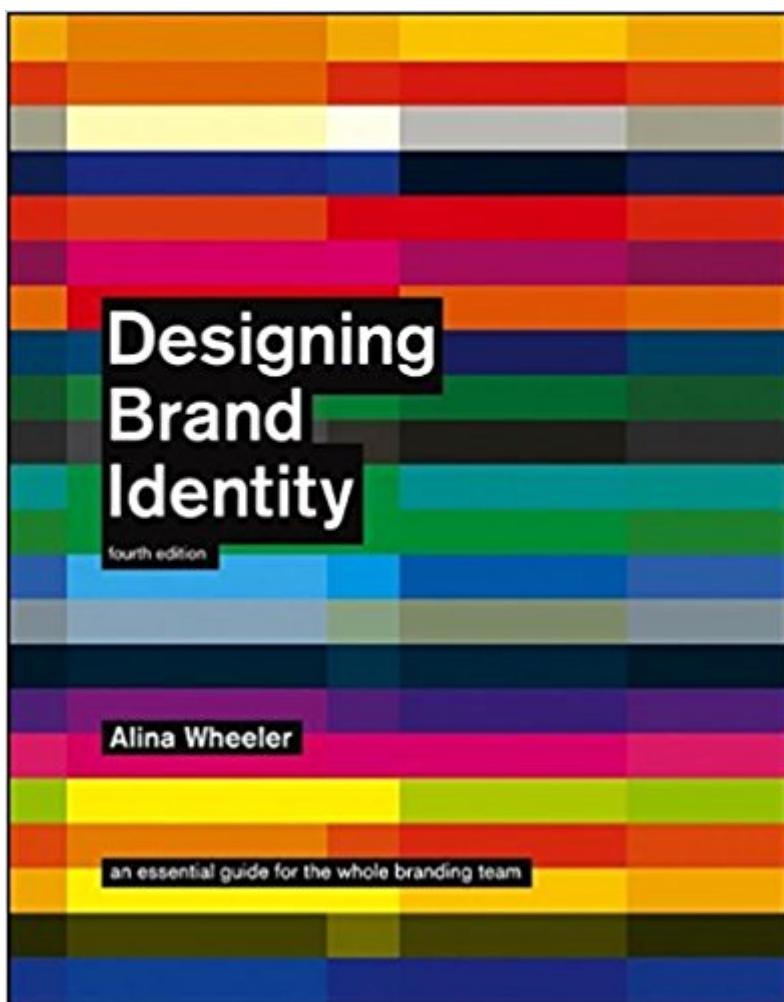


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# Designing Brand Identity: An Essential Guide For The Whole Branding Team, 4th Edition



## **Synopsis**

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

## **Book Information**

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## **Customer Reviews**

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. 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? 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? 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. 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. 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. 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. 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. 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. 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. Demonstrateâ "don't declareâ "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 you can build trust, attract new customers, create buzz, and inspire customer loyalty.

"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)

It speaks from every stakeholder perspective. Very well done.

Bought it for a class and actually had to read it. Doesn't go into as much detail as I think it should.

Just skims the surface and points out major issues and things you should be doing to brand a business or person. Has several pages with lists of ideas (for example; touchpoints) Good for a beginner/class but for someone really wanting to get into the deep end of branding I would look for something else. Layout is simple and easy to understand.

Bought this book to help with a rebrand project. Strongly suggest this purchase as it is a great reference book that can be applied in many situations.

Easily one of the most holistic coverages on the concept of "Branding". This is a MUST for students and professionals at any state in the career. This is a fantastic reference, and should be mandatory reading for anyone working in a Branding/Marketing/Advertising capacity.

This book is amazing, though it's very more geared to a rebranding of large corporations not how to open a small mom and pop store are product. Think it's a bit out dated. Can't wait for the next edition.

It describes all about graphic design. With examples. I make a specialization of graphic design and this book was perfect to exemplify everything I look in the classes.

Although I have extensive experience in trademark and intellectual property law, I lack a formal education in branding and its language; I turned to this book to fill in the gaps and help me understand how to lead a branding and visual identity campaign. As stated, this book is very close to outstanding, but not necessarily outstanding. At 4/5 stars, I clearly very highly recommend it. However, my criticism stems from the book's failure to clearly define its terms. I understand that branding is, largely by definition, a more artful business tool, but there is a whole branding lexicon that is not well explained in the book. As you work your way through the book, you'll encounter repeated uses of the word, so you come to build your own definition, but I would have found it useful if terms would have been clearly defined at the outset, rather than mushily and circularly defined. Despite this limitation, the book does a wonderful job of demonstrating the numerous layers of brand identity, and the processes associated with leading a branding campaign, be it key messages, visual identity or name. Wonderfully laid out steps with good examples. Keep in mind, however, this is more of a survey book, not necessarily a textbook intended to be comprehensive in itself. So while it brilliantly lays out the processes, you'll need to use other resources to fill out any

gaps you might have. Additionally, perhaps as you'd expect from a leading branding book, this book is beautifully laid out and shows a great appreciation for information design. It's a visual feast for the eyes that you'll enjoy perusing.

Thorough and useful reference book for branding. If you want one book on branding, this is it. Buy it now.

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