

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.

Basics

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

Brand basics

- 2 What is brand?
- 4 What is brand identity?
- 6 What is branding?
- 8 Who are stakeholders?
- 10 Why invest?
- 12 Brand strategy
- 14 Cross cultures
- 16 Big idea
- 18 Customer experience
- 20 Brand architecture
- 22 Names
- 24 Taglines
- 26 Staying on message

Brand ideals

- 28 Overview
- 30 Vision
- 32 Meaning
- 34 Authenticity
- 36 Coherence
- 38 Flexibility
- 40 Commitment
- 42 Value
- 44 Differentiation
- 46 Sustainability

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- 48 Brandmarks
- 50 Sequence of cognition
- 52 Wordmarks
- 54 Letterform marks
- 56 Pictorial marks
- 58 Abstract marks
- 60 Emblems
- 62 Dynamic marks
- 64 Characters

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- 90 Personal branding

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- 202 Standards + guidelines
- 204 Standards content
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Part 3 showcases best practices. Local and global, public and private, these projects inspire and exemplify original, flexible, lasting solutions.

Case studies

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- 226 Beltline Bike Shop
- 228 California Academy of Sciences
- 230 Carnegie Fabrics
- 232 Chatype
- 234 Coca-Cola
- 236 Deloitte
- 238 Everwines
- 240 GE Brand Central
- 242 GE Sponsorship Central
- 244 Global Handwashing Day
- 246 Good Housekeeping Seal
- 248 Healthy Child Healthy World
- 250 Herman Miller
- 252 High Line
- 254 IBM 100 Icons of Progress
- 256 IBM Watson
- 258 Ieper
- 260 Inkling
- 262 Johnson Controls
- 264 Kleenex
- 266 L'Arte del Gelato
- 268 Laura Zindel
- 270 Minnesota Historical Society
- 272 MoMA
- 274 Nizuc
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- 278 Olympic Games
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- 286 Santos Brasil
- 288 Schoolhouse Electric & Supply Co.
- 290 Slice
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