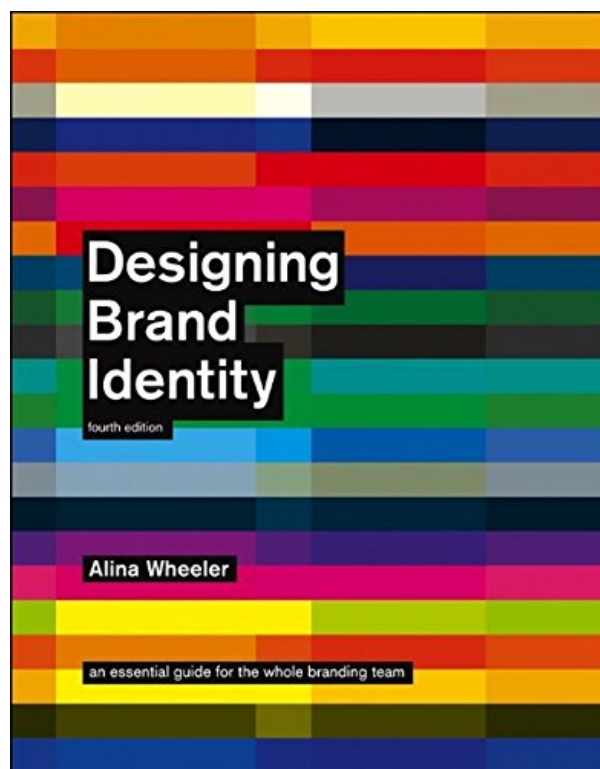
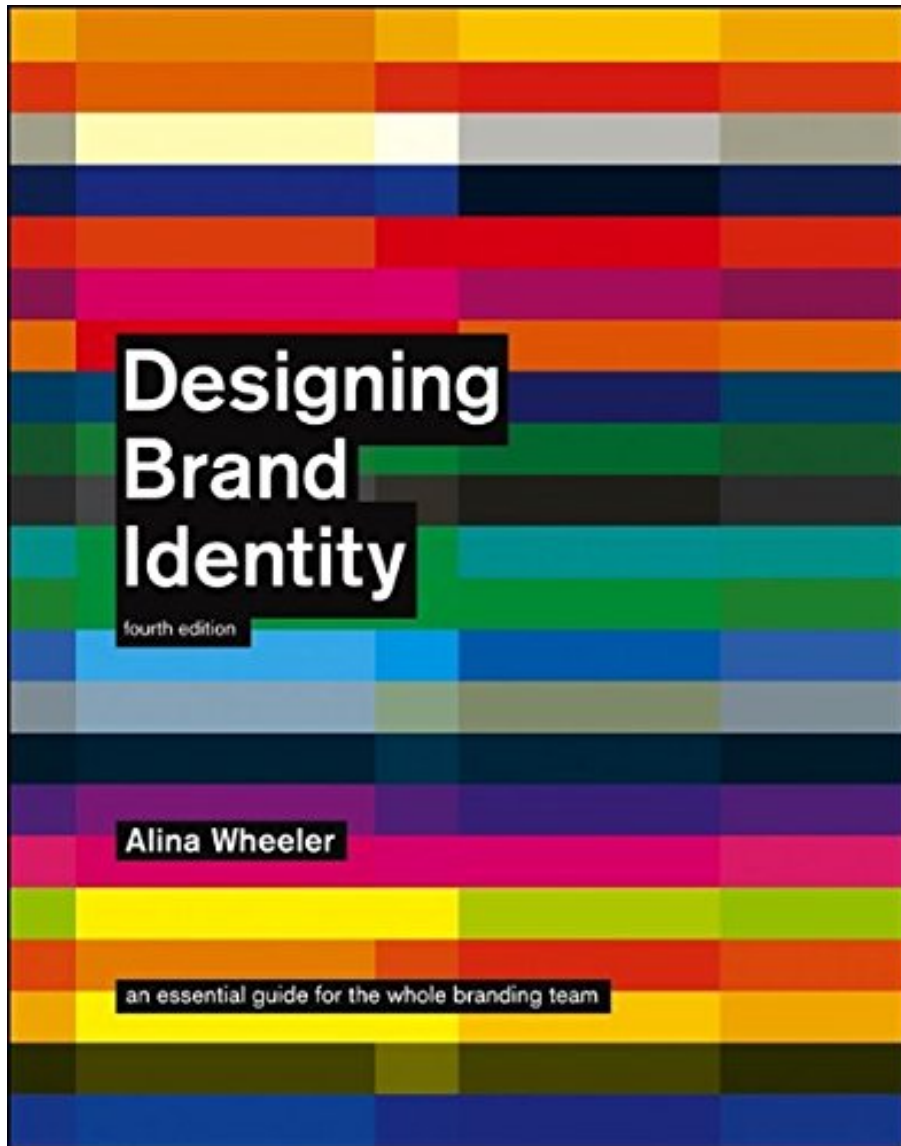


**DESIGNING BRAND IDENTITY: AN
ESSENTIAL GUIDE FOR THE WHOLE
BRANDING TEAM, 4TH EDITION BY ALINA
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Amazon.com Review

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.

Demonstrate—don't declare—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. Review

"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) From the Back Cover

Who are you? Who needs to know? Why should they care? How will they find out? The bestselling toolkit for the whole branding team Whether your goal is to revitalize an existing brand or launch a new one, here is a proven, universal five-phase process for amplifying differentiation, fueling recognition, and building brand champions. From research and analysis through brand strategy, from design development through brand standards, and from launch to governance, *Designing Brand Identity* is the most comprehensive resource used by brand builders all over the world as an essential reference for the entire process. This thoroughly updated Fourth Edition offers insights into current trends in social networks, mobile devices, global markets, and virtual brands as well as emerging tools such as apps and video. More than 30 new case studies showcase global best practices and successful world-class brands, from IBM to Starbucks to Santos Brasil. Praise for *Designing Brand Identity* Writers have *The Elements of Style*. Managers have *The Effective Executive*. Chairpeople have *Robert's Rules of Order*. And now brand-builders have *Designing Brand Identity*. If you have (or would like to have) responsibility for managing, measuring, critiquing, or designing a brand, you've found your bible.

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Marty Neumeier, author, *The Brand Gap* *Designing Brand Identity* is a recipe book for brand-builders. Wheeler does for branding what Julia Child did for cooking.

Patricia Martin, author, *RenGen* Most helpful customer reviews 106 of 114 people found the following review helpful.

Blindingly obvious

By Debra

I'm baffled by the positive reviews of this book. It is absolutely beautiful visually and has a very attractive layout, but the content is incredibly obvious and I found little, if any, useful application to my own small business.

Nearly all of the writing feels like it was written with a post modern generator - it's just really really fluffy. For example, you can open the book to any page and it will say something like, "Initiate plan. Reaffirm business goals. Establish team, roles, and responsibilities. Review brand brief and positioning. Identify critical success factors. Develop workflow, timeline + budget. Establish communications protocol." etc. The *entire* book is written that way. Maybe there are people out there who need this sort of thing, but I was hard pressed to find content that wasn't really obvious.

The book is written as a textbook but has very little cohesion. It skips from topic to topic and just gives lists and quote related to that topic. The longest blocks of text are just a few paragraphs. I found it hard to follow and kept thinking "What is the point?"

It does have a nice layout and some of the very, very short case studies and examples are interesting. I was thinking it would help me understand what branding really is and how to do it, but the book wasn't really geared that way. It was more like the philosophy of branding for international companies or something more along those lines.

I must be missing something since this is the fourth version and it's been translated into 6 languages so I'm clearly the dissenting opinion here. There are a lot of people who love this book, but it was really entirely lost on me. 59 of 65 people found the following review helpful.

What the what?! Way too much filler
By Gerasimos Spyrtos
I just read this book in about 4 hours.

Each page had about 1 to 2 paragraphs of simple content. Really large visuals that were complimented by mucho negative white space.
And about 4 or 5 different quotes praising the virtues of branding... ON EVERY PAGE.... not one or two... but dozens!? Did I mention on almost every page?

The only use I could see that anyone who has even googled branding might get from this book is if they are trying to sell a client into letting them do their branding.

This read more like a pitch than anything useful to learn about branding. Ergo I recommend Zag and get it over with.

Very, very high level. It's tough because the topics attempted require some background to understand the connections and relationships which is not explained... just stated. Can't quite connect the dots or explain why.

Not worth the price unless you want to copy stuff to pitch your own brand consultancy j/k

In conclusion: too basic for the practitioner yet too high-level for the novice... that is a very unusual and undesirable spot for a text to be in 24 of 28 people found the following review helpful.

Excellent Branding & Identity Resource

By Jessica McKelden Cave

As a designer, I've had difficulty for years finding a book that really spoke to me about Identity and Branding. I usually end up resorting to Internet research. While this is fine in most cases, sometimes I just want a solid book to curl up with and read. This book is the perfect solution to the problem.

The book is broken down into three main sections: Basics, Process, and Best Practices. Each one of these sections is broken down into smaller groups.

Basics: Brand Basics, Brand Ideals, Brand Elements, Brand Dynamics, Before & After

Process: Process Basics, Conducting Research, Clarifying Strategy, Designing Identity, Creating Touchpoints, Managing Assets

Case Studies: 51 different Studies

Wheeler does a great job of explaining the difference between Brand and Brand Identity. This is sometimes a difficult thing to discuss, and one that often requires tangible examples. It's all laid out in front of us and makes perfect sense. She then goes on to describe different aspects to remember. Many of these are often forgotten and she touches on each one specifically. Next, she goes through different elements that may go into the branding process (logotype, brandmark, tagline, etc.). She also discusses a plethora of other nuances that may also be important. The level of detail is excellent and she does a great job of making sure the reader is informed of all the different things that should be in the forefront of their mind during the Branding process.

The Process section really is the crowning glory of this book. Wheeler really breaks down every single step in the process. It's so easy to understand what she's describing and it's really refreshing to finally have a book that breaks it down into manageable pieces. Breaking down the process is often one of the toughest things to

do, especially for students without any experience in the business. She helps you establish where to go next and what needs to be looked at in order to cover all the bases. Wheeler also discusses the different identity pieces that will eventually bear the logo: website, favicon, correspondence, business card, business collateral, signage, products, packaging, advertising, environments, vehicles, uniforms, and ephemera. All too often, these things are overlooked when designing and the logo and brand. In reality, you have to remember each thing that will bear the brand to make sure that it will be able to translate well across all mediums.

Finally, the Case Studies are very interesting and really cover a wide spectrum of businesses and their brands. Both larger businesses and some relatively smaller businesses are included.

All in all, this is an excellent resource that any designer looking to do any type of branding or identity should take a look at. This is a resource I'll come back to again and again. See all 104 customer reviews...

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