



# Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands

By Alina Wheeler

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## Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands By Alina Wheeler

This innovative approach -- blending practicality and creativity -- is now in full-color!

From translating the vision of a CEO and conducting research, through designing a sustainable identity program and building online branding tools, **Designing Brand Identity** helps companies create stronger brands by offering real substance. With an easy-to-follow style, step-by-step considerations, and a proven, universal five-phase process for creating and implementing effective brand identity, the book offers the tools you need, whether a brand manager, marketer, or designer, when creating or managing a brand. This edition includes a wealth of full-color examples and updated case studies for world-class brands such as BP, Unilever, Citi, Tazo Tea, and Mini Cooper.

Alina Wheeler (Philadelphia, PA) applies her strategic imagination to help build brands, create new identities, and design brand-identity programs for Fortune 100 companies, entrepreneurial ventures, foundations, and cities.

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**By Alina Wheeler Bibliography**

- Sales Rank: #872626 in Books
- Published on: 2006-03-10
- Original language: English
- Number of items: 1
- Dimensions: 11.02" h x 1.00" w x 8.82" l,
- Binding: Hardcover
- 288 pages



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### Editorial Review

#### Review

"...the new edition of this well-regarded book is a joy...an inspiring and powerful toolkit" (*The Marketer*, May 2006)

#### From the Back Cover

#### Praise for *Designing Brand Identity*

This is the new bible for creating the look and feel of a brand. Step by step, touchpoint by touchpoint, Wheeler shows how to turn brand strategy into a perfect customer experience.

—Marty Neumeier, author, *The Brand Gap*

Alina Wheeler provides a practical structure for the brand-building process, a remarkable achievement in a discipline that is notorious for being out of touch with reality.

—Al Ries, coauthor, *The Origin of Brands*

Wheeler has succeeded in publishing a compendium that will prove to be a valued reference book for all members of the branding team.

—Communications Arts, May/June 2004

#### About the Author

**Alina Wheeler** applies a dynamic process to help enterprises express their brands. Her clients include entrepreneurial companies and foundations whose leaders embrace the future. Wheeler collaborates with strategists, designers, and managers, seizing every opportunity to build brands and provide compelling customer experiences.

Wheeler speaks frequently to management and creative teams in companies, as well as to business and design students at universities. She introduces branding fundamentals, identifies brand trends, and connects their relationship to innovation and business.

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