

DOWNLOAD PDF DESIGNING BRAND IDENTITY ALINA WHEELER 4TH EDITION

Chapter 1 : Designing Brand Identity : Alina Wheeler :

*Designing Brand Identity: An Essential Guide for the Whole Branding Team [Alina Wheeler, Debbie Millman] on www.nxgvision.com *FREE* shipping on qualifying offers. Whether you're the project manager for your company's rebrand, or you need to educate your staff or your students about brand fundamentals.*

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? 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? Acknowledge that your investment will require staff time, not just writing checks. 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. 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. 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. Seize every opportunity to communicate your value, and to radically differentiate your brand from others. Identify touchpoints where your can build trust, attract new customers, create buzz, and inspire customer loyalty. Product Description 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. 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. For example, you can open the book to any page and it will say something like, "Initiate plan. Establish team, roles, and responsibilities. Review brand brief and positioning. Identify critical success factors. 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 was more like the philosophy of branding for international companies or something more along those lines. There are a lot of people who love this book, but it was really entirely lost on me. 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 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 then anything useful to learn about branding. Ergo I recommend Zag and get it over with. Very, very high level. 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. This is sometimes a difficult thing to discuss, and one that often requires tangible examples. 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. 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: 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. Must Have resource, and easy on the eyes By Marjorie S. Gorman on Nov 21, Wheeler is back with a better than ever edition of her branding bible, Designing Brand Identity. As you might hope, the layout, flow and page designs are beautiful to look at and therefore very enjoyable to read. Not like "taking medicine. This is definitely not a "how to" on designing brand identity. I would highly recommend this book to anyone looking to brand or rebrand their business, anyone wanting to get into marketing and publicity, those wanting to start a business, or those whose business might need a facelift. Essential resource for business owner and marketers. By A on Oct 21, I got this book because it was required for a class. Good survey of the process of building a brand at scale By D. Holman on Nov 28, This is written as a general reference for whole organizations. Leadership teams who are ready to embrace the brand-based model should read through it once and keep a copy around for reference. You could be done by the end of the day. For identity designers, pick up a used copy or stop by the local university library. For exec teams, buy a few copies and read it through together. Best Textbook I have ever used. Instead of boring and frustrating the reader with pages filled with small font and unnecessary information, this book gets right to the point and is filled with more visually appealing images than it is words. I almost feel like this textbook teaches us through images, instead of words. I have never seen a textbook arranged in this manner and I find it very easy to read, take notes from, and understand. Almost every definition has a image that explains the definition and makes reading this book quite fun. My only gripe with this book is that there is no quick look-up glossary in the back of the book. I certainly think that that would be a great addition. Besides that small issue, I definitely think this is a wonderful textbook. It makes it VERY easy to get a deeper understanding for marketing and branding. Not even recommended for an absolute begginer. Helpful book, but not a guide By Ac on Sep 11, This book is mostly about how brand identities were designed. There are a lot of case studies of some well known corporations in this book, as well as overviews of brand identity elements such as color.

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Sites may also be used for online ordering and transactions. Access to certain sections may be limited to user groups. The success of online branding tools is easily monitored through usage statistics. Additionally site monitoring tools are now validating the significant ROI results often realized using these tools. Scalable, modular sites are always current, evolving as a company grows. Many sites feature brand vision and attributes, helping to build a shared vocabulary. Robust sites support strategic marketing, consistent communications, and quality execution. Initially envisioned to house logos and image libraries, sites now encompass brand strategy, content development guidelines, and web resources. Characteristics of the best online sites

Content guidelines

- Write concisely.
- Accessible to internal and external users
- Outline carefully to create a logical order of information.
- Build brand engagement
- Consolidate brand management in one place
- Know the culture and write accordingly.

For twenty-five years, we have been committed to meeting the special needs of small business owners with our products and services. Today, the role of the small business owner is more important than ever before; a clear brand strategy is essential, even for the smallest business. Identify brand management problems and issues. Identify user groups and profiles. Create project team and appoint leader. Develop team roles, rules, and protocol. Determine content approval process. Prioritize content and functionality. Develop preliminary budget and timeline. Select site development resource. Site architecture map and functionality. Timeline and preliminary launch plan. User groups and user lists. Access and security plans. Determine IT requirements and hosting plan. Identify brand assets and cataloging scheme. Set editorial style guidelines. Develop content update plan if needed. Determine content file formatting and exchange requirements. Secure final approval of content. Develop and approve site interface. Initiate programming based on site map. Program links and required functions. Edit content and design by core team. Core team reviews beta site. Users test beta site. Make modifications as necessary. Create communications and buzz. Conduct special training sessions. Assess usage trends and user reports. Identify content updates and process. Integrate technology and functional advances. Assign budget for management and upgrades. Define and measure impact. From aircraft engines and power generation to financial services, medical imaging, and television programming, GE operates in more than 100 countries and employs more than 400,000 people worldwide. Expose GE employees to best branding practices. Increase brand engagement for employees. Activate important initiatives like GE Works. Expand on the success of the site. GE has a history of brand focus. It has been diligent about protecting its brand assets name, trademark, tagline and its monolithic brand architecture is applied consistently across sectors and around the world. Continuous improvement requires that existing processes and tools be reevaluated periodically to be sure they are clear, state-of-the-art, and engaging. In 2008, the GE Brand Management staff began a process to validate current practices and recommend improvements. This started with surveys of GE Brand Central users to determine issues and opportunities moving forward. The results identified several areas for improvement, including how information is organized and searchable; cataloging of resources such as logo, image and template files; integration of best practices; and establishing a platform with expansion capabilities. Executive support was secured to move into a site enhancement project that would shift the focus from guideline compliance to brand engagement. The initial steps for the project were focused on integrating the summary of the survey results into a scope of work document that would deliver an enhanced experience for users and improve brand management processes. Specific functions and content were identified, as well as future phase modules to extend the site over the long term. The new configuration includes a more robust brand strategy section, enhanced guidelines and policies, new search functionality to distribute brand assets, a best practices library, project management tools to collect new creative services projects and manage them through implementation, and a content management system to facilitate site updates by GE Brand Management team members and agencies. GE Brand Central was relaunched in February 2009.

supported by a significant communications campaign to build awareness and usage. The site is generating consistently positive reviews from both power and occasional users. Feedback validates that key improvement objectives have been met. Other metrics track efficiencies in creative services project submissions, distribution of brand assets, most popular content, and overall ROI contribution of the site. The site was updated again in to reflect the strategic imperative of sharing brand best practices with employees. It includes a video library, and Brand News with daily feeds. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving, and curing the world. GE operates in more than one hundred countries and employs more than , people worldwide. Optimize GE programs and initiatives. Leverage GE sponsorship investment. Develop co-branding tools and resources. As a worldwide partner of the Olympic Games, GE continues to be the exclusive provider of a wide range of innovative products and services integral to staging a successful Olympic Games. GE works closely with host countries, cities, and organizing committees to provide infrastructure solutions related to power, water treatment, and transportation, as well as health care equipment to help doctors diagnose and treat athletes and the local community. Consistency and adherence to Olympic policies and guidelines are required for all GE messages, communications, and any representation of the Olympic identity. GE engaged Monigle Associates to codevelop an enterprise-wide resource center for all content and resources related to sponsorship brand communications and implementation. Since GE employees and agencies were familiar with the GE Brand Central site, the adoption to sponsorship content and resources was a natural solution. The process has streamlined program development through agency and employee collaboration. It has effectively managed required approvals and helped GE businesses follow guidelines and policies for each sponsorship program. Like the GE Brand Central, metrics are being used to track usage and efficiencies. Monigle Associates GE has successfully leveraged the principles behind the GE Brand Central site to manage the challenges of sponsorship. The results speak for themselves. In this thoroughly updated fourth edition, Alina Wheeler outlines her proven, five-phase process for building a brand and features 51 case studies showcasing global best practices and successful world-class brands. The book is available in hardcover and e-book formats.

Chapter 3 : Designing Brand Identity (ebook) by Alina Wheeler |

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.

As a recovering marketer, this was a fun read. It is never too late to be what you could have been. George Eliot Brands have three primary functions: Brands help consumers choose from a bewildering array of choices. Brands communicate the intrinsic quality of the product or service. Brands use distinctiv Loved this book. Brands use distinctive imagery, language and associations to encourage customers to identify with the brand. Victory belongs to the most persevering. Lincoln said character is like a tree, reputation is like its shadow. Many believe their job is to manipulate the shadow rather than tend to the health of the tree. In this world of transparency and democratized media, it is increasingly difficult for organizations and individuals to lead double lives. There can be no image management without behavior management. Keith Yamashita Authenticity, for me, is doing what you promise not being who you are. Seth Godin A strong brand binds us internally and differentiates us externally. Seth Godin Six career secrets: There is no plan. Think strengths, not weaknesses. Look into a microscope with one eye and a telescope with the other. The secret to great work is passion, persuasion and perseverance. Its author, Alina Wheeler, is a brand consultant and branding speaker with an obviously exhaustive knowledge of her field. Trouble is, she is just that: That may sound harsh, but one read through her book will justify my position. Designing Brand Identity is not written in the typical, straight-forward prose fashion one might expect. Rather, each two-page spread cons Designing Brand Identity is an enlightening and helpful resource on the branding process. Rather, each two-page spread consists of an introductory paragraph, a usually poorly designed graphic, and then lists. My God, the lists. Wheeler creates lists on every topic presented in the book, from "branding imperatives" to "qualities of an effective name" to the project management process. Each of the lists contains so much information, and so much overlap with other lists, that the reader is left with a profound sense of inundation. These lists do at least help to inform the reader of the branding process, but surely a more straightforward prose approach would have been far more accessible and pleasant to read. I mentioned overlap in information presented in the lists. This is also true of the topics presented in the book. Without clearly defining individual terms she uses, Wheeler recycles similar language for a number of subjects, blurring the line between them and making it difficult to understand exactly what, for example, the exact difference between brand positioning, brand value, and brand message are. As these are fundamentals of branding, her lack of clarity in explaining them proves detrimental. However, the book would benefit immensely from integrating these examples into Parts 1 and 2. Instead, Parts 1 and 2 present abstracted theory about branding, without grounding it at all in real-life examples, and thus again make it difficult to understand how these theories are to actually be applied. All that is not to say that the book is useless. On the contrary, I found that Designing Brand Identity greatly enhanced my understanding of the entire branding process. However, this was likely due to my relative ignorance on the topic; thus, the book may only be useful to those with a similarly novice understanding of branding. Furthermore, the book is a difficult read for anyone from novices to branding experts due to the reasons given above.

Chapter 4 : Designing Brand Identity by Alina Wheeler Reprint_4th Edition - PDF Free Download

Designing Brand Identity by Alina Wheeler is a great reference for designers, decision makers, or anyone working in a team to create a new brand, rebrand an existing company, or just looking for some inspiration.

The book is a great 50,000-foot view, allowing readers the ability to see the design journey from beginning to end, but also allowing them to zoom in on how each part of the process contributes to overall project success. On the eve of the book launch, we wanted to chat with our friend and colleague about this latest version, and also pick her brain about the state of identity design today. Each new edition is smarter and more robust – a quantum leap, and a year of my life. Brands continue to grow exponentially as the global currency of success. The world changes, new innovations and insights become mainstream, and brilliant new work is done around the world. The fourth edition has 37 new case studies, more than new images, more than new quotes, diagrams, and checklists. All in all, more than fifty percent of the book is new content. The structure is the same as earlier editions: The fundamentals and the disciplined process that I believe in have not changed. The tools have changed. The third edition, for example, did not feature apps, tablets, responsive design, video, or mobile. Making a difference and social networks have become even more critical to success. The mix of firms featured is more geographically diverse, less NYC-centric, more global, with more nonprofits. The case studies are even more diverse in terms of the types of problems solved. Many subjects like positioning, customer experience, and intellectual property have been completely rewritten. Why do you think the book continues to be popular? Is it how you outline the process in this comprehensive way, or is there something else attractive about identity design itself? I believe that the book DBI4 is the most comprehensive and accessible resource in the world for anyone who needs to understand brand fundamentals, the intersection of strategy and design, and the process to build a brand. The book appeals to leaders and managers who understand business but need insights into the benefits of branding and design. Designers who are eager to understand more about branding fundamentals, like positioning and strategy, or naming for example, refer to it regularly, and use the book to educate their clients and their staff. It helps many to write a better contract. It helps organizations understand the complexity of the decisions and commitments that need to be made to be the brand of choice. Companies use it to build a business case internally for revitalizing a brand. And I am happy that it is also used in universities for both design and business majors. I believe that the five phase process is easy to understand, logical and helps ensure that the right decisions are made for the right reasons. It works for entrepreneurs and it works for very large consumer brands. The process to revitalize a brand is daunting if you have never done it. Why did you write this book? I wanted it on my shelf. The world was filled with smart strategy books written by MBAs and eye candy books written by brilliant designers. I wanted to simplify and clarify what is, to many, a daunting process, deconstruct the process, and bridge the gap between strategy and design. I wanted to create a single resource where someone could get answers fast, and learn from other experts and best practices. I meet a lot of smart people around the world who are confused by radically different methodologies used to ignite and revitalize brands. My book is filled with smart things that others have said. Many of the processes and checklists are developed by other practitioners – my job is to find them, get their permission, edit it all down to its essence, and then weave it together in a logical framework. Since the publication of the first edition of DBI, how would you say the discipline has changed? There is more C-suite consensus that brand is the most valuable asset that any organization has. Design thinking is being embraced by the business schools. As the world migrates to mobile, there is an even greater need for brevity, simplicity, radical differentiation, and coherence across platforms. There is a greater understanding of how important employees and the internal culture are to being the brand of choice. There is more customer data than ever in the history of the world, armies of algorithms working hard, and more managers uncertain as to how to measure success. There are even more specialists standing in line to be the brand authority. How would you encapsulate the state of identity design today? Good design continues to be a

great and powerful differentiator, when it evolves from putting a stake in the ground about who an organization is and what it stands for. It is an exciting time – an explosion of global talent and new tools. The possibilities are infinite. It is also the most challenging time – a crowded marketplace, fierce global competition, rapid-fire change, and an unstable economy. What makes a great logo? An excellent identity system? A great logo has meaning. It is the fusion of strategy intelligence and visual form. The best ones are radically differentiated, work effectively across media and marketing channels, are easy to protect, and are immediately recognizable at different scales. An excellent identity system balances coherence everything holds together regardless of the marketing channel with flexibility an ability to anticipate a new product, a new technology, or a new marketing channel. What principles cut across the decades, resulting in strong work? Or would you say the rules have changed for organizations and their visual branding? The strongest work thrives when there is leadership that has committed to protect, preserve and grow this valuable asset. The strongest work always evolves from an authentic foundation: It is harder than ever to be a player and transcend the clutter. More of us will need to design a brand architecture that works in new markets like China. So brand builders need to have tenacity and a good toolbox, to insure that every opportunity is seized to be the brand of choice. Have the rules changed? Customers are using a wide range of devices to be connected. Social media is an increasing part of the marketing budget. Brands are now two-way conversations are opposed to rapid deployment of one-way communications. Icons now may need to include a growing family of apps. So, the fundamentals are the same, but there are new challenges each time you wake up in the morning! An excellent identity system balances coherence with flexibility. How did you develop the processes and steps you outline within the book? Do these come from your own design practice, or have you gleaned insights and methods from others over time? Who are those influences? English was not my first language, and I have always valued clear, simple communications. I have heard stories about how remarkable results were achieved, and stories I can never repeat, about major initiatives ending mid-stream. I met with movers and shakers from some of the best branding consultancies and design firms in the world. Joel introduced me to the rigors of symbol design and information design. Our staff was filled with super bright and talented individuals that inspired me each and every day. I was very involved in AIGA nationally and locally, and started lifelong friendships with some of the leading design thinkers in the nation. I later founded Rev Group, where I developed my process methodology, and started developing some of the tools that I write about. What would you say is the difference between logo design and identity design? Logo design focuses on one element: Identity design looks at a whole integrated system: My experience is that most designers are either good at designing symbols, or designing a whole look and feel and standards. Most clients do not understand the rigors of logo design or identity design. How do you feel about the crop of logo critique sites that have sprouted in the last handful of years? I really admire the thoughtful analysis by people like Tony Spaeth and Armin Vit. These are professionals who have been involved in complex problem solving, and who understand the fundamentals of good design and positioning, and the implications of designing larger systems that work. I prefer analysis that takes in consideration context and touchpoints, or why a change was needed. I am less enthusiastic about any kind of voting or public commentary about intrinsic design qualities or any type of competitions. There is a wealth of intelligent commentary, but unfortunately so little time. With projects like the GAP identity and the Big 10 logo redesign , it seems like redesigns are becoming big news outside of designer circles. Is this a good thing for identity design and practitioners, or does it hurt the process? How do you think social media is changing this part of the design landscape? When Starbucks launched their rebrand , I was astonished by the amount of chatter by loyal customers who either applauded or questioned the strategic move. Starbucks did a great job of posting why the change was made. It was exciting for me to see the redesigned icon in a town square in Cusco, Peru. It made me realize that the mermaid without the type was actually more respectful of the local culture. Social networks get out the news faster than any press release in the history of the universe. Clients new to the process become phobic – risk taking and change become less appealing. How can the practice of identity design grow, and where do you see the discipline going? Identity

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design will continue to grow because the world is a fiercely competitive, complex, and dynamic marketplace.

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Chapter 5 : Designing Brand Identity: An Essential Guide for the Entire Branding Team by Alina Wheeler

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.

Book Description 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. 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? 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? Acknowledge that your investment will require staff time, not just writing checks. 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. 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. 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. Seize every opportunity to communicate your value, and to radically differentiate your brand from others. Identify touchpoints where your can build trust, attract new customers, create buzz, and inspire customer loyalty.

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Chapter 7 : Designing Brand Identity 4th Edition PDF - Medical books free download

"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."

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Chapter 8 : Alina Wheeler | SEGD

Alina Wheeler wrote the book on identity design. Literally. She is the author of Designing Brand Identity, which is just about to be released in its fourth www.nxgvision.com's an excellent resource and is arguably the textbook on the discipline of overarching identity design.