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Designing Brand Identity: An Essential Guide for the Whole Branding Team. 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 creating and ...

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Designing Brand Identity is a comprehensive, pragmatic, and easy-to-understand resource for all brand builders--global and local. It's an essential reference for implementing an entire brand system. - Carlos Martinez Onaindia, Global Brand Studio Leader, Deloitte

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3 key points from 'Designing Brand Identity.' **Designing Brand Identity An Essential Guide for the Whole Branding Team**

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The best identity programs embody and advance the company's brand by supporting desired perceptions Identity expresses itself in every touchpoint of the brand and becomes intrinsic to a company's culture—a constant symbol of its core values and... commerce on the web Personal branding: the way an individual builds their reputation Cause branding: aligning your brand with a charitable cause; or corporate social responsibility Country branding: efforts to attract tourists and businesses ...

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