Designing Brand Identity is a quick reference guide. All subject matter is organized by spread for ease of access.

Part 1 presents the fundamental concepts needed to kick-start the branding process and creates a shared vocabulary for the entire team.

How to use this book

Use it as a guide for your brand initiative.

Refresh what you already know.

Learn something new.

Educate your client.

Educate your staff.

Educate your students.

Build a better brand.

Keep the process on track.

Establish shared vocabulary.

Set benchmarks.

Ground yourself in the fundamentals.

Write a better proposal.

Write a better strategy.

Be inspired by a case study.

Bust through silos.

Get suits and creatives communicating.

Quote an expert or an avatar.

Sticky note your favorite spreads.

Use the diagrams in a presentation.

Get outside your comfort zone.

Recharge your batteries.

Explain your job to your family.

Give it as a birthday present.

Use it to beautify your coffee table.

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