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Soggetti	Brand name products Branding (Marketing) Trademarks - Design Advertising - Brand name products Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Basics -- Part 1 presents the fundamental concepts needed to jumpstart the branding process and creates a shared vocabulary for the entire team -- Brand basics -- Brand ideals -- Brand elements -- Brand dynamics -- Before and after -- Process -- Part 2 presents a universal process regardless of the project's scope and nature. This section answers the question "Why does it take so long?" -- Process basics -- Phase 1: conducting research -- Phase 2: clarifying strategy -- Phase 3: designing identity -- Phase 4: creating touchpoints -- Phase 5: managing assets -- Best Practices -- Part 3 showcases best practices. Local and global, public and private, these projects inspire and exemplify original, flexible, lasting solutions -- Case studies -- ACHC -- ACLU -- Action against hunger -- Adanu -- Amazon.com -- Ansible -- Beeline -- Boston consulting group -- Boy scouts of America -- Budweiser -- Cerner -- City of Melbourne -- Coca-cola -- Cocktails Against Cancer -- Coors lights -- Cooper Hewitt -- Credit Suisse -- Deloitte -- Fern by Haworth -- Fred Hutch -- Global Handwashing Day -- IBM 100 Icons of progress -- IBM Watson -- Jawwy from STC -- Laughinh cow -- LinkedIn China -- Mack Trucks --

Mastercard -- Mozilla -- Mural Arts Philadelphia -- Nizuc -- No More -- Ohio & Erie Canalway -- Peru -- Philadelphia Museum of Art -- Pitney Bowes -- PNC -- Quartz -- (RED) -- RideKC Streetcar -- Santos Brasil -- Shinola Detroit -- Smithsonian National Air and Space Museum -- SocialSecurity.gov -- Southwest Airlines -- Spectrum Health System -- Starbucks -- Sydney Opera House -- Unstuck -- Vueling -- Bibliography -- Index: Brands -- Index: People -- Index: Firms -- How to use this book.

Sommario/riassunto

Whether you're the project manager for your company's rebrand, or you need to educate your staff or your students about brand fundamentals, *Designing Brand Identity* is the quintessential resource. From research to brand strategy to design execution, launch and governance, *Designing Brand Identity* is a compendium of tools for branding success and best practices for inspiration. 3 sections: brand fundamentals, process basics, and case studies. Over 100 branding subjects, checklists, tools, and diagrams. 50 case studies that describe goals, process, strategy, solution, and results. Over 700 illustrations of brand touchpoints. More than 400 quotes from branding experts, CEOs, and design gurus.
