

## Designing Brand Identity A Complete Guide To Creating Building And Maintaining Strong Brands By Wheeler Alina 2006 Hardcover

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The Design of Your Brand Identity Should Start With An Evaluation of Your Audience Before you make a logo, before you choose a color scheme, way before you even think about making a website, or writing your first bit of copy, you need to consider your audience. At first, this might not make a whole lot of sense.

**The Complete Guide to Brand Identity and Brand Design ...**

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The identity system usually starts after the logo is complete. The purpose of the identity system is to form a systematic visual language around the logo — one that compliments the design thinking of the logo and offers a family of useful, flexible elements that will help to design marketing and business collateral. Here are some examples:

**Designing a Brand Identity | Creative Market Blog**

Designing Brand Identity is an enlightening and helpful resource on the branding process. 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: a brand consultant/speaker, not a writer.

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