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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. A great amount of thought and preparation has gone into this guide.

What is brand identity? And how to design and develop a ...

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Designing your brand identity Logo. Your logo design is the cornerstone in your brand identity. Website. Your website is one of the most representative aspects of your brand identity. Product packaging. If your product is a physical one, then product packaging is key... Business cards. If you're ...

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Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process.

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Brand identity design is executed by creating a cohesive message that ties together company values, signage, business cards, uniforms, menus, shopping bags, vehicle decals and more. The resulting message clearly communicates your company's unique value to your ideal consumer.

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