



Creating a Brand Identity: A Guide for Designers

Catharine Slade-Brooking

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Creating A Brand Identity is a complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this creative process.

Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients and launching the new identity.

Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries such as digital media, fashion, advertising, product design, packaging, retail and more.

Filled with tips and tricks on research, design and testing, this is essential reading for students, graduates and working designers exploring this area for the first time.



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