Alina Wheeler, Debbie Millman (Foreword by)

<table>
<thead>
<tr>
<th>Format</th>
<th>ISBN</th>
<th>Date</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Book</td>
<td>978-1-119-37541-8</td>
<td>August 2017</td>
<td>€32.99</td>
</tr>
<tr>
<td>Hardcover</td>
<td>978-1-118-98082-8</td>
<td>December 2017</td>
<td>€42.80</td>
</tr>
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**DESCRIPTION**

Designing Brand Identity

Design/Business

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.

*Designing Brand Identity* is a comprehensive, pragmatic, and easy-to-understand resource for all brand builders—global and local. It's an essential reference for implementing an entire brand system.

Carlos Martinez Onaindia

Global Brand Studio Leader
Deloitte

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Paula Scher
Partner
Pentagram

*Designing Brand Identity* is the book that first taught me how to build brands. For the past decade, it’s been my blueprint for using design to impact people, culture, and business.
Alex Center
Design Director
The Coca-Cola Company

Alina Wheeler’s book has helped so many people face the daunting challenge of defining their brand.
Andrew Ceccon
Executive Director, Marketing
FS Investments

If branding was a religion, Alina Wheeler would be its goddess, and *Designing Brand Identity* its bible.
Olka Kazmierczak
Founder
Pop Up Grupa

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Director of Marketing, Communications, and Visitor Experience
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