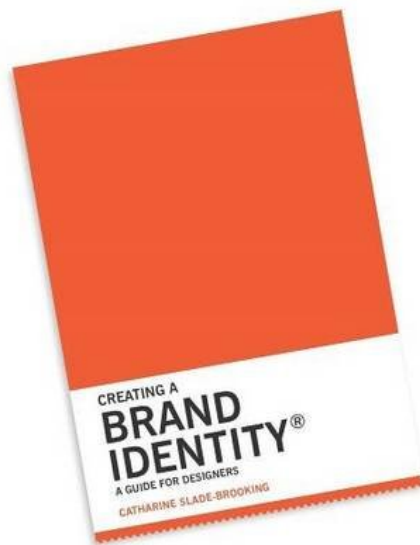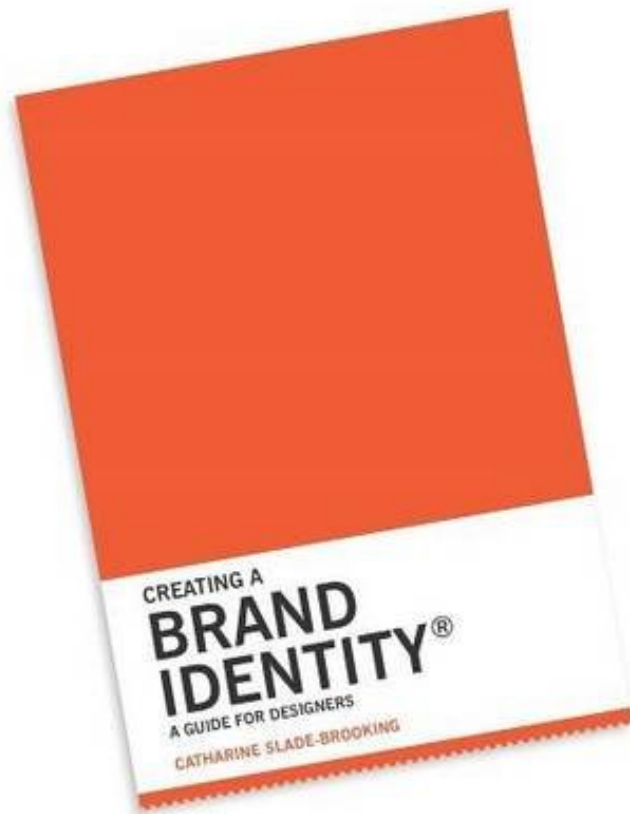# CREATING A BRAND IDENTITY: A GUIDE FOR DESIGNERS BY CATHARINE SLADE-BROOKING

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About the Author
Catharine Slade-Brooking has an industry background in branding, packaging and illustration with a client list including Glaxo Smith Kline, Lloyds Bank and the Sunday Times. She has written widely on graphic design subjects including 'The Encyclopedia of Illustration Techniques' and has exhibited work nationally and internationally, from the Mall Galleries in London to the Norsk Farmasihistorisk Museum Oslo.
She has taught within the University sector for over 15 years specializing in branding and visual identity and now teaches on the BA Graphic Communication course at Farnham UCA.

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CREATING A BRAND IDENTITY: A GUIDE FOR DESIGNERS BY CATHARINE SLADE-BROOKING PDF

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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By Mario Cisneros Flor
Very useful information about branding and graphic design.

0 of 0 people found the following review helpful.
Excellent, practical and most useful resource for anyone involved in any stage or area of branding.

By N. Wu

This is essential reading for any brand design student, startup, marketing manager or design professional. It is a thorough, comprehensive introduction and resource from start to finish, but thankfully not a verbosely dense tome. This 160-page guide is primarily a portable, easily accessible textbook with real-world exercises for students or junior account brand managers alike.

Very enjoyable with plenty of international case studies and presentation examples to reinforce points and typical scenarios one would face in the sometimes long, drawn-out journey of crafting a brand identity. Not heavy on process from a design perspective, but brand-centric from throughout, with some encouraging yet realistic words of wisdom ("process is more of a marathon than a sprint, requiring long-term building of brand").

Author Catharine Slade-Brooking, who has plenty of industry experience in branding, packaging and illustration under her belt, outlines eight logical chapters: branding basics, brand anatomy, brand strategy, the design process, research, analysis, concept development and delivering the final design. Slate-Brooking includes many good details to consider (e.g. knowing cultural norms when branding for a country outside of your own), and strategic pointers on how to successfully launch a brand from a creative perspective. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analysing competitors, creating moodboards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Filled with many good visuals throughout (sometimes too small to effectively illustration certain points), there is also a vital smaller section exploring the creative side of developing creative concepts. This guide, filled with many words of experience, is like a trustworthy mentor in book form.

Overall this is an excellent, practical and most useful resource for anyone involved in any stage or area of branding. The up-to-date current content includes every step from client/account relations to creative process to brand management, audits, launches, etc. to successfully launching a brand identity from beginning to end. It doesn't continue on with what happens after the launch (maintaining and nurturing the brand in the months or years following the launch) but nevertheless, this book is definitely a keeper and very recommended.

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