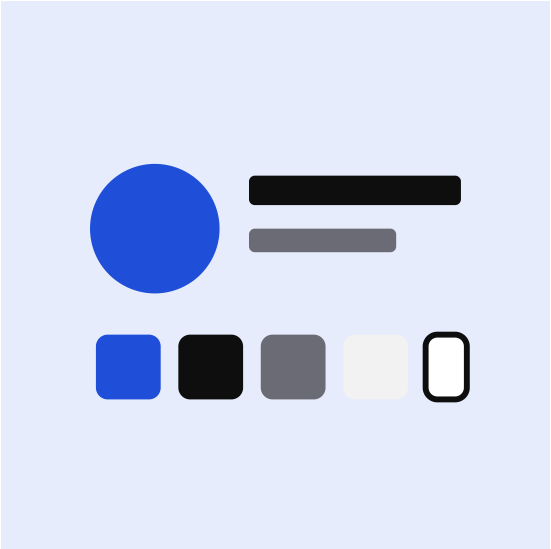
Specialty

Brand identity design

Designs a brand's visual and verbal system (logo, colors, typography, imagery and tone) and the rules for using it everywhere.



In Spanish
Identidad de marca

Origin
Olins (1989); Wheeler (2003)

What problem it addresses

If each piece uses the brand its own way, it stops being recognizable.

Principles

A system
It isn't just a logo: it is pieces that work together.

With rules
A guide that says how and when to use each piece.

Flexible
It works on a small screen and on a building.

Applications in design

✓ Use it like this
Test the identity on real pieces: an app, a poster, an invoice.

✗ Avoid
Delivering a logo without usage rules.

Don't fall for it
Identity ages: review it, but without losing what makes it recognizable.

Connections

Builds on

- Distinctive brand assets
- Denotation and connotation
- Brand identity prism
- Semiotics
- Signifier and signified
- Customer-based brand equity

Uses these methods

- Mood board
- Design system

Related to

- Type design
- Generative design
- Graphic design
- Sonic branding
- Motion branding
- Typography

Authors and works

1989	**Wally Olins**	Showed how identity makes an organization's strategy visible.
2003	**Alina Wheeler**	Described the complete process for creating and maintaining a brand identity.

Sources

Original sources

- Olins, W. (1989). Corporate identity: Making business strategy visible through design. Thames and Hudson.

Secondary sources

- Wheeler, A. (2003). Designing brand identity: A complete guide to creating, building, and maintaining strong brands. Wiley.

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