

Corporate Identity Guidelines

Branding today is a carefully orchestrated experience, supported by complex marketing strategies and sophisticated psychology. 'More Than A Name: An Introduction to Branding' is a modern, visually-instructive textbook offering a comprehensive introduction to the world of branding, from the theory to the practice of brand implementation. This book is a prerequisite for visual arts students, copywriters, brand strategists and marketers. Book jacket.

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

In today's competitive marketplace, establishing a creative and comprehensive branding program is crucial to achieving business success. This dynamic new book from best-selling author Robin Landa is an all-inclusive guide to generating ideas and creating brand applications that resonate with an audience. A highly visual examination of each phase of the branding process includes comprehensive coverage of the key brand applications of graphic design and advertising. Readers gain valuable insight into the art of designing individual brand applications—brand identity, promotional design, identification graphics, web sites, advertising, and unconventional/guerilla formats, among others—while benefiting from the thoughtful commentary and full-color branding work of award-winning designers and creative directors worldwide.

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Corporate Identity Design

Thesis Project

Print & Pattern: Geometric

Clarify Your Message So Customers Will Listen

An Introduction to Branding

How to Launch a Brand (2nd Edition)

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

This book demonstrates the step-by-step process involved in designing a Web site. Readers are assumed to be familiar with whatever Web publishing tool they are using. The guide gives few technical details but instead focuses on the usability, layout, and attractiveness of a Web site, with the goal being to make it as popular with the intended audience as possible. Considerations such as graphics, typography, and multimedia enhancements are discussed.

Corporate Brand Design offers a unique and comprehensive exploration of the relationship between companies, their brand design, and their stakeholders. The book begins its approach with a literature review, to provide an overview of current thinking on the subject and establish a theoretical framework. The following sections cover key stages during the corporate brand development process: Brand signature design, its components and impact on brand reputation; website design and how it builds customer perception of the brand; corporate architecture design and the branding of space and place; brand experience design from a sensuality perspective. International case studies from a range of industries feature in each chapter to demonstrate how the theory translates to practice, alongside case questions to cement learning and definitions of the key constructs. By combining academic theory with practical case studies and examples, readers will gain a thorough understanding of the corporate brand design process and how it influences customer identification and loyalty to the brand. The book is a useful resource for advanced undergraduate and postgraduate students of strategic brand management, corporate brand design and visual identity, and marketing communications.

They Ask, You Answer

More Than A Name

The Designer's Guide to Creating Corporate I.D. Systems

Designing Corporate Identity

Corporate Brand Design

Brand Bible

Ideal for students of design, independent designers, and entrepreneurs who want to expand their understanding of effective design in business, Identity Designed is the definitive guide to visual branding. Written by best-selling writer and renowned designer David Airey, Identity Designed formalizes the process and the benefits of brand identity design and includes a substantial collection of high-caliber projects from a variety of the world's most talented design studios. You'll see the history and importance of branding, a contemporary assessment of best practices, and how there's always more than one way to exceed client expectations. You'll also learn a range of methods for conducting research, defining strategy, generating ideas, developing touchpoints, implementing style guides, and futureproofing your designs. Each identity case study is followed by a recap of key points. The book includes projects by Lantern, Base, Pharus, OCD, Rice Creative, Foreign Policy, Underline Studio, Fedoriv, Freytag

Anderson, Bedow, Robot Food, Together Design, Believe in, Jack Renwick Studio, ico Design, and Lundgren+Lindqvist. Identity Designed is a must-have, not only for designers, but also for entrepreneurs who want to improve their work with a greater understanding of how good design is good business.

The latest book based on the popular Print & Pattern website, Print & Pattern: Geometric celebrates beautiful surface designs, patterns, and motifs made from geometric shapes such as circles, triangles, hexagons, etc. The patterns included reflect current trends for tribal, Aztec, and Native American designs, along with Scandinavian influences and more mathematical and scientific looks. Product areas covered include stationery, cards and giftwrap, fabrics, wallpaper, rugs, ceramics, homewares, gadget skins, and more. Documenting the work of the best designers in the field, the book is an invaluable source of reference and inspiration for surface designers, designer-makers and craftspeople, graphic designers, illustrators, and textile designers.

A designer's guide to producing identity systems that work, from pinpointing the client's needs to producing the actual system.

The New Guide to Identity

Communications Toolkit

NASA Graphics Standards Manual

Consumer Empowerment

Enterprising Women

Basic Design Principles for Creating Web Sites

This book will guide you through the steps necessary to build a brand from the ground up. Each of the key phases of preparing for a brand launch are broken down into practical guidelines designed to help you make the right branding decisions along the way.

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

This book brings together new household and enterprise data from 41 countries in Sub-Saharan Africa to inform policy makers and practitioners on ways to expand women entrepreneurs' economic opportunities. Sub-Saharan Africa boasts the highest share of women entrepreneurs, but they are disproportionately concentrated among the self-employed rather than employers. Relative to men, women are pursuing lower opportunity activities, with their enterprises more likely to be smaller, informal, and in low value-added lines of business. The challenge in expanding opportunities is not helping more women become entrepreneurs but enabling them to shift to higher return activities. A central question addressed in the book is what explains the gender sorting in the types of enterprises that women and men run? The analysis shows that many Sub-Saharan countries present a challenging environment for women. Four key areas of the agenda for expanding women's economic opportunities in Africa are analyzed: strengthening women's property rights and their ability to control assets; improving women's access to finance; building human capital in business skills and networks; and strengthening women's voices in business environment reform. These areas are important both because they have wide gender gaps and because they help explain gender differences in entrepreneurial activities. It is particularly striking that while gender gaps in education tend to close with higher incomes, gaps in women's property rights and in women's participation in reform processes do not. As simply raising a country's income is unlikely to be sufficient to give women equal ability to control assets or have greater voice, more proactive steps will be needed. Practical guidelines to move the agenda forward are discussed for each of these key areas.

Designing Brand Identity

Corporate identity guidelines. Chapter two

Graphic Design as a Business Strategy

The Wolff Olins Guide to Corporate Identity

How to Launch a Brand Ed. 2

The B Corp Handbook

How do customers perceive quality, how do you offer it better than your competitors do? How do you use intellectual property to create value and branding for your business? Have you identified low-cost methods to get the most out of your promotional budget? Do you have any corporate identity or branding guidelines that need to be followed? Is it important that your location be convenient to transportation or to suppliers? This best-selling Corporate Branding self-assessment will make you the reliable Corporate Branding domain adviser by revealing just what you need to know to be fluent and ready for any Corporate Branding challenge. How do I reduce the effort in the Corporate Branding work to be done to get problems solved? How can I

ensure that plans of action include every Corporate Branding task and that every Corporate Branding outcome is in place? How will I save time investigating strategic and tactical options and ensuring Corporate Branding costs are low? How can I deliver tailored Corporate Branding advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokydyk. Blokydyk ensures all Corporate Branding essentials are covered, from every angle: the Corporate Branding self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Corporate Branding outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Corporate Branding practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Corporate Branding are maximized with professional results. Your purchase includes access details to the Corporate Branding self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Corporate Branding Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

You don't have a brand—whether it's for a company or a product—until you have a name. The name is one of the first, longest lasting, and most important decisions in defining the identity of a company, product, or service. But set against a tidal wave of trademark applications, mortifying mistranslations, and disappearing dot-com availability, you won't find a good name by dumping out Scrabble tiles. Brand Naming details best-practice methodologies, tactics, and advice from the world of professional naming. You'll learn: What makes a good (and bad) name The step-by-step process professional namers use How to generate hundreds of name ideas The secrets of whittling the list down to a finalist The most complete and detailed book about naming your brand, Brand Naming also includes insider anecdotes, tired trends, brand origin stories, and busted myths. Whether you need a great name for a new company or product or just want to learn the secrets of professional word nerds, put down the thesaurus—not to mention Scrabble—and pick up Brand Naming. More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Brand Identity Essentials, Revised and Expanded Design--Vignelli

Corporate Branding a Complete Guide - 2019 Edition

A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer

The Definitive Guide to Visual Branding

Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming And Brand Identity

How to land, work with & retain large clients from a designer's perspective. Hundreds of images illustrate successful effective branding campaigns.

Rediscover an increasingly complex field in terms you already know: yourself! With Demystifying Corporate Branding, you come away with an original approach that brings branding down to earth. WHAT MAKES THIS BOOK DIFFERENT FROM OTHER BOOKS? This book's original and innovative approach shows that the complex processes behind corporate branding aren't really so different from the techniques you use all the time in your everyday life. In this refreshing, wholly relatable guide, you'll see how your own experience can shed light on the ways brands go about developing identity and managing corporate reputation. This is not a guide to personal branding; it's a practical and enlightening analysis of how both companies and individuals develop and express their identity, based on life purpose, values, values, methods of communication, and the experience they deliver. By steadily drawing on real-life examples and everyday experience, this guide provides a clear-cut and still profound overview of the fundamentals of corporate branding in terms that anyone can grasp. WHO IS THIS BOOK INTENDED FOR? Demystifying Corporate Branding is perfect for professionals who are just getting started in the field, and anyone studying or working in communications, advertising, design, marketing, sales, human resources, corporate strategy or other business-related disciplines. More experienced branding professionals will come away with a fresh take on a standard topic and a new perspective on their work. This quick guidebook allows you to gain a solid understanding of the world of corporate branding without getting lost in the details. And it may very well show you that you actually know more about corporate branding than you think! CONTENTS Brand Values and Purpose Brand Awareness Brand Visual Expression (Brand Identity Design) Brand Verbal

Expression Tone of Voice Brand Consistency Brand Guidelines Marketing Channels Brand Experience Brand Reputation Brand Preference Brand Management Brand Protection Personal Brands Reputation Management Creativity in Communications Ethical Principles in Branding Corporate Brand Management Disciplines This book could be, or should be, the very first book you read about branding. But it probably won't be the last. And, if it stirs a deep interest in you, and you find yourself growing passionate about branding, there is a lot more reading in store for you!

Brand Bible is a comprehensive resource on brand design fundamentals. It looks at the influences of modern design going back through time, delivering a short anatomical overview and examines brand treatments and movements in design. You'll learn the steps necessary to develop a successful brand system from defining the brand attributes and assessing the competition, to working with materials and vendors, and all the steps in between. The author, who is the president of the design group at Sterling Brands, has overseen the design/redesign of major brands including Pepsi, Burger King, Tropicana, Kleenex, and many more.

Handbook of Evidence-Based Mental Health Practice with Sexual and Gender Minorities

How to Create and Sustain Change Through Managing Identity

Visual Marketing

Branding For Dummies

A Guide to Creating Brand Identity for Start-ups and Beyond

Building a StoryBrand

Effective creative strategies and campaigns for business owners or marketers Whether it's on the Web, in a book, or live in-person, the most effective solutions are those that unexpectedly grab our attention. David Langton and Anita Campbell identify eye-catching and thought-provoking marketing and PR tips, ideas, and creative "stunts." This compendium of winning ideas will inspire small business leaders, creative professionals, and students. Award-winning visual communication designer David Langton has worked for a range of businesses from Fortune 500 leaders to small businesses. Anita Campbell, an internationally known small business expert, reaches over 2 million small business owners and stakeholders annually. Through case studies, photos, and illustrations, *Visual Marketing* displays creative marketing campaigns that brought attention to small businesses in unique, compelling, and unexpected ways. Online visual marketing solutions may include apps, interactive games tools and modules; infographics; HTML emails / e-newsletters; widgets; YouTube videos; flash animation; social networking campaigns; websites, weblets, mini-sites; blogs; podcasts / MP3s; projected signage; PowerPoint / keynote presentations In print solutions may include brochures, flyers; annual reports; books; direct mail, post cards; newsletters; invitations; letters; press releases; infographics On-site, giveaways, exhibit, and tradeshow solutions may include live events and performances; signs; billboards; exhibits; banners; tent cards; posters; plasma screens; kiosks; giveaways: tchotchkes, t-shirts, tote bags, etc.; floor graphics/vinyl graphic wraps With *Visual Marketing*, you'll discover 99 powerful strategies for capturing the attention of your potential customers.

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.

Corporate identity guidelines Designing Brand Identity An Essential Guide for the Whole Branding Team John Wiley & Sons

Identity Designed

An Innovative Guide Rooted in Real-Life Examples

Alberta Corporate Identity Guidelines

Developing and Managing Brand Identity

Creating a Brand Identity: A Guide for Designers

100 Principles for Building Brands

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, *Branding For Dummies* gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, *Branding For Dummies* is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

Creating a brand identity is a fascinating and 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 multifaceted 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, rebranding 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 – digital media, fashion, advertising, product design, packaging, retail and more.

Your Comprehensive Guide to Launching a Brand: from Positioning to Naming and Brand Identity. In this fully updated and revised second edition of the book we share expert insights based on nearly two decades of professional experience transforming new product and service ventures from ideation phases to tangible brand realities. Each of the key phases of preparing for a brand launch are broken down into practical guidelines designed to help you make key branding decisions along the way.

Brand Naming

Logo Design Love

Demystifying Corporate Branding

The Complete Guide to Creating a Name for Your Company, Product, or Service

Corporate identity guidelines

The NASA Graphics Standards Manual, by Richard Danne and Bruce Blackburn, is a futuristic vision for an agency at the cutting edge of science and exploration. Housed in a special anti-static package, the book features a foreword by Richard Danne, an essay by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the Managers Guide, a follow-up booklet distributed by NASA.

Join a Growing movement: Learn how you can join a fast-growing global movement to redefine success in business—led by well-known icons like Patagonia and Ben & Jerry's as well as disruptive upstarts like Warby Parker and Etsy—recently covered by the New York Times, the Economist, the Wall Street Journal, Entrepreneur, and Inc. Build a better business: Drawing on best practices from 100+ B Corps, this book shows that using business as a force for good can help distinguish your company in a crowded market, attract and retain the best employees, and increase customer trust, loyalty, and evangelism for your brand. More than 1,000 companies from 80 industries and 30 countries are leading a global movement to redefine success in business. They're called B Corporations—B Corps for short—and these businesses create high-quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns. Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their tips, advice, and best-practice ideas for how to build a better business and how to meet the rigorous standards for—and enjoy the benefits of—B Corp certification. This book makes the business case for improving your social and environmental performance and offers a step-by-step “quick start guide” on how your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference.

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 "Alina Wheeler explains better than anyone else what identity design is and how it functions. There's a reason this is the 5th edition of this classic." - 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 "The 5th edition of Designing Brand Identity is the Holy Grail. This book is the professional gift you have always wanted." - Jennifer Francis, Director of Marketing, Communications, and Visitor Experience, Louvre Abu Dhabi

Corporate identity style guidelines

The Development of Corporate Identity Guidelines for Rothstein Kass

Expanding Economic Opportunities in Africa

The Complete Guide to Building, Designing, and Sustaining Brands

Designing Brand Experience: Creating Powerful Integrated Brand Solutions

99 Proven Ways for Small Businesses to Market with Images and Design

Brand Identity Essentials, Revised and Expanded outlines and demonstrates basic logo and branding design guidelines and rules through 100 principles. These include the elements of a successful graphic identity, identity programs and brand identity, and all the various strategies and elements involved. A company's identity encompasses far more than just its logo. Identity is crucial to establishing the public's perception of a company, its products, and its effectiveness—and it's the designer's job to envision the brand and create what the public sees. Brand Identity Essentials, a classic design reference now updated and expanded, lays a foundation for brand building, illustrating the construction of strong brands through examples of world-class design. Topics include: A Sense of Place, Cultural Symbols, Logos as Storytellers, What is "On Brand?", Brand Psychology, Building an Online Identity, Managing Multiple Brands, Owning an Aesthetic, Logo Lifecycles, Programs That Stand Out, Promising Something, and Honesty is Sustainable The new, revised edition expands each of the categories, descriptions, and selections of images, and incorporates emergent themes in digital design and delivery that have developed since the book first appeared. Brand Identity Essentials is a must-have reference for budding design professionals and established designers alike.

Historically, mental health clinical research has taken inadequate account of psychosocial disorders experienced by those who identify as sexual and gender minorities, however, researchers have recently begun developing and adapting evidence-based mental health treatment approaches for use with these groups. Handbook of Evidence-Based Mental Health Practice with Sexual and Gender Minorities offers a comprehensive array of evidence-based approaches for treating sexual and gender minority clients' mental health concerns. The

interventions detailed here span a diverse spectrum of populations, including sexual and gender minority youth, transgender populations, same-sex couples, sexual minority parents, and bisexual individuals. Chapters also address numerous mental and behavioral health problems, including anxiety disorders, depression, substance abuse, trauma, body image disturbance, and sexual health. In addition to an overview of the research evidence supporting each clinical presentation and approach, chapters contain practical how-to guidance for therapists to use in their clinical practice. This book reflects a true integration of the best of sexual and gender minority research and the best of evidence-based practice research, presented by the leading experts in the field. As such it is essential reading for mental health professionals who work with these groups, as well as trainees in social work, counseling, and clinical psychology.

It is, of course, commonplace for corporations to operate sophisticated identity programmes. But identity has now moved way beyond the commercial area. We live in a world in which cities, charities, universities, clubs - in fact any activity that involves more than two or three people - all seem to have identities too. However, very few of these organizations have released the full potential that effective management of identity can achieve. In this book, the world's leading authority on corporate identity shows how managing identity can create and sustain behavioural change in an organization as well as achieving the more traditional outcome of influencing its external audiences. The New Guide to Identity provides a simple clear guide to identity, including what it is and how it can be used to full effect. If a change of identity is required, the whole process is described from start-up (including investigation and analysis of the current identity), through developing the new identity structure, to implementation and launch. For anyone responsible for the identity of an organization, or for designing it for someone else, or attempting to achieve change in their organization, or studying the subject, this straightforward guide is essential reading.

An Essential Guide for the Whole Branding Team

Web Style Guide

Book of Branding

Workbook Edition

How to Use Business as a Force for Good

A Guide to Creating Iconic Brand Identities