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About

What is *Designing Brand Identity*?

A comprehensive guide to the world of brands and branding, *Designing Brand Identity* is the quintessential resource, whether you're managing a rebrand or educating your staff or students.

Alina Wheeler first created *Designing Brand Identity* to demystify branding for her clients and others. She present a disciplined, universal, five-step process for branding. In her words, “I really wrote it because it didn’t exist” and “I wanted it on my shelf.” Today, the book is frequently pulled down from countless shelves around the world.

Six editions; first published in 2003 (celebrated the 20th anniversary in 2023!)

Translated into 11+ languages

200+ case studies across six editions

Featured on many lists of “best branding books ever written”

Regularly an Amazon #1 Best Seller in Branding & Logo Design

Endorsed by industry leaders like Paula Scher, Marty Neumeier, Chris Do, Al Ries, and Sunny Bonnell

Used in undergrad + grad courses, agencies, client-side marketing organizations around the world

Hundreds of thousands of copies sold

Mantras

No one does it alone.

Trust the process.

Who are you?

Who needs to know?

How will they find out?

Why should they care?

It's never too late to be what
you could have been.

—George Eliot

Be yourself; everyone
else is already taken.

—Oscar Wilde

The possibilities are endless.

—David Bowie

A Life and Legacy Alina Wheeler 1948-2023



Mentoring the next generation

Alina mentored and inspired design students all over the world. To honor her unwavering commitment to future generations, please donate:

[University of the Arts | Alina Wheeler Design Scholarship](#)

[AIGA | Alina Wheeler Memorial Scholarship](#)

Alina Wheeler passed away on December 5, 2023. Born and raised in South Orange, New Jersey, she was the daughter of a sea captain, the wife of a photographer, the mother of two women, the grandmother of two young men, a friend to legions, a designer, and an author. Her first language was Polish.

Alina graduated from Philadelphia's University of the Arts in 1970. Years later, she received their prestigious Silver Star Award for outstanding alumni. She co-founded Katz Wheeler, one of Philadelphia's top graphic design firms. In 2003, she published *Designing Brand Identity*, a worldwide bestseller, translated into 11 languages and now in its sixth edition. She also co-authored *Brand Atlas: Branding Intelligence Made Visible*, a comprehensive guide to the brand process.

Dedicated to design leadership, Alina was a founding board member of AIGA Philadelphia, and became its president in 1985. She served on AIGA's national board and was among its inaugural AIGA Fellows. She was a founding board member of African Design Matters, a global partnership cataloguing the creative work of people of African descent.

One of the world's foremost brand consultants, Alina influenced design professionals globally, from Bavaria to Barcelona, India to Ghana, Dubai to Detroit. Her mantra was simple, yet transformational: "Who are you? Who needs to know? How will they find out? Why should they care?"

While Alina's books have illuminated branding for countless students and professionals, those who knew her will remember her warmth, wisdom, and wit. To every project, every relationship, every conversation, Alina brought a touch of magic. She liked to say, "Make sure you have an I-believe-in-you person." Thank you, Alina, for being that person for so many of us.

Sixth edition co-authors



Alina Wheeler

Alina Wheeler is a branding expert and sought-after speaker whose Invigorating presentations are enjoyed by design and business audiences across the US and internationally. She has led branding and design teams for public and private companies. She's been in the design trenches and in CEO presentations. She's helped brand companies, products, and initiatives, using the proven process outlined in this book.



Rob Meyerson

Rob Meyerson is a brand consultant who works with business leaders to build identities for their organizations, products, and services. Beyond names and logos, he believes identities are defined through beliefs, words, and actions. He has led brand strategy teams at global branding agencies and small boutiques in the US, Shanghai, and Southeast Asia. His past clients range from start-ups to the Fortune 100.

Sixth
Edition

Overview

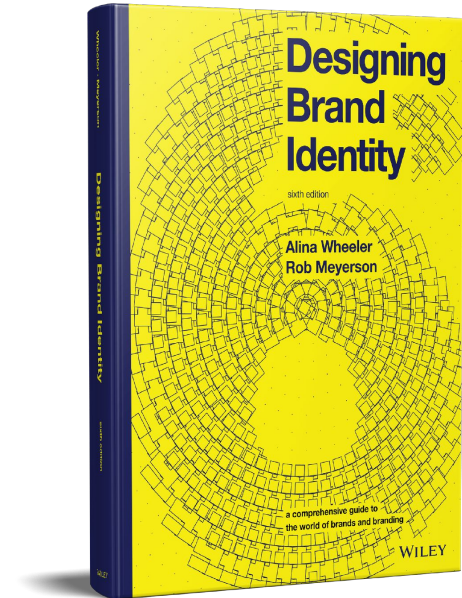
New content includes AI, iconography, social justice, evidence-based marketing, and more

800+ images, diagrams, and examples of brand touchpoints (over 75% new in this edition)

400+ quotes from branding experts, executives, and design gurus (over 50% new)

52 *new* case studies including clients from every continent; B2C, B2B, and nonprofit; global brands to local businesses; leading agencies like Collins, Pentagram, and Turner Duckworth

Like past editions, 100+ branding subjects organized into three sections: basics, process, and best practices



Typography + Color

Font

Helvetica

Designing Brand Identity

Color



Yellow
#F6EB0C
R246 G235 B12



Navy
#1D1F54
R29 G31 B84



White
#FFFFFF
R255 G255 B255

Promotional assets for *Designing Brand Identity*, sixth edition

Featured in badges

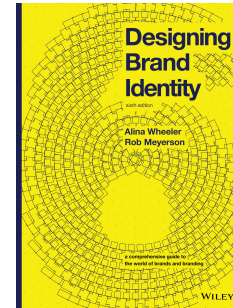
Being featured in *Designing Brand Identity* is exciting—a bit like winning an award. To help you share the good news, we've created a few assets—badges for your website or LinkedIn profile, templates for social posts, and more.

Please download our PowerPoint templates [here](#).



Cover design

Please download images of our cover design [here](#).



Past Editions

20 Years of *Designing Brand Identity*

First edition

Wiley, 2003

Published in English, Korean, Russian

What was happening in the world?

2002

Homeland Security Act

Geico Gecko is introduced

LinkedIn launches

SpaceX is founded

2003

Tesla is founded

UPS rebrands

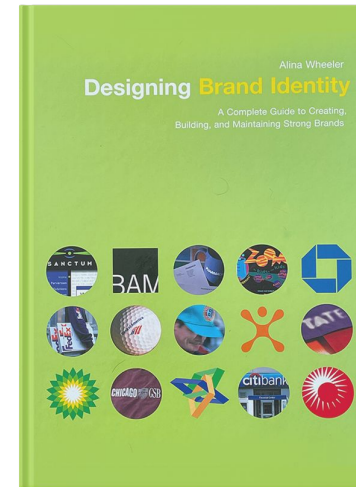
2004

Facebook is formed

Spirit and Opportunity land on Mars

Dove “Campaign for Real Beauty” launches

Unilever rebrands



20 Years of *Designing Brand Identity*

Second edition

Wiley, 2006

Published in English, Portuguese, Chinese

What was happening in the world?

2005

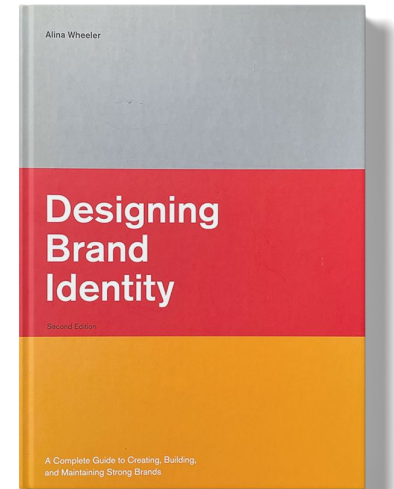
Reddit founded
Hurricane Katrina
Angela Merkel is elected
Amazon launches
Amazon
Prime

2006

Twitter launches
Spotify launches
Google acquires
YouTube
Nintendo Wii launches
Pluto is reclassified as a
dwarf planet

2007

iPhone is introduced
Amazon releases Kindle
Scientists announce the
Arctic region is warming
twice as fast as the rest
of the planet



20 Years of *Designing Brand Identity*

Third edition

Wiley, 2009

Published in English, Portuguese, Polish,
Taiwanese

What was happening in the world?

2008

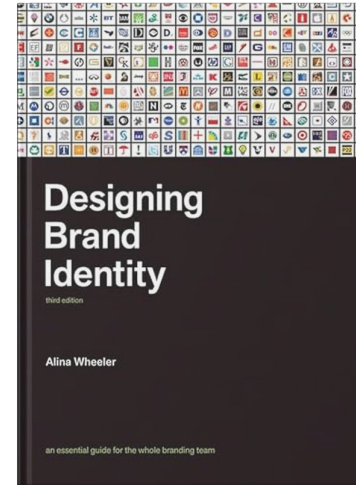
Financial crisis erupts
(Lehman bankruptcy)
Walmart rebrands (with
“Spark” logo)
Airbnb launches

2009

Barack Obama becomes
the first African American
president of the US
Old Spice launches “The
Man Your Man Could
Smell Like”
Uber is founded
Venmo is founded
Sina Weibo launches

2010

Instagram launches
Xiaomi launches
New York’s School of
Visual Arts launches
master’s in branding
Burj Khalifa, world’s
tallest building, opens



20 Years of *Designing Brand Identity*

Fourth edition

Wiley, 2013

Published in English, Korean, Spanish,
Chinese

What was happening in the world?

2012

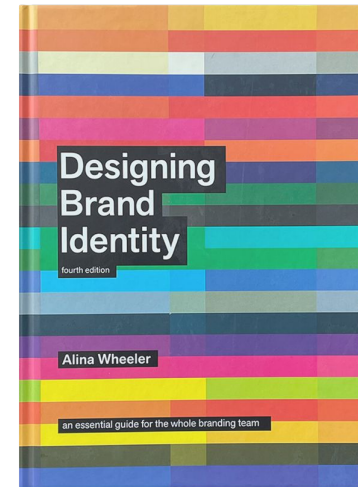
eBay rebrands
Twitter rebrands
Higgs boson (aka the
God particle) discovered
Microsoft rebrands

2013

Snowden reveals secrets
Adobe releases Creative
Cloud
Slack launches

2014

Airbnb rebrands
PayPal rebrands



20 Years of *Designing Brand Identity*

Fifth edition

Wiley, 2018

Published in English, French, Portuguese, Ukrainian, Arabic, Spanish, Chinese, Taiwanese

What was happening in the world?

2017

Mozilla rebrands via open design process

Burberry rebrands

Chobani rebrands

TikTok launches

Women's March in Washington, D.C.

2018

Dunkin' Donuts rebrands to Dunkin'

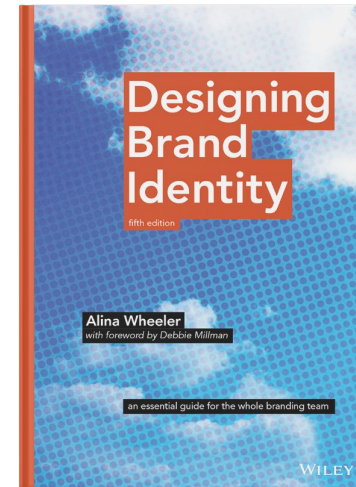
Uber rebrands

2019

Protests in Hong Kong

Mastercard rebrands

Volkswagen rebrands



20 Years of *Designing Brand Identity*

Sixth edition

Wiley, 2024

Published in English (other languages coming soon!)

What was happening in the world?

2022

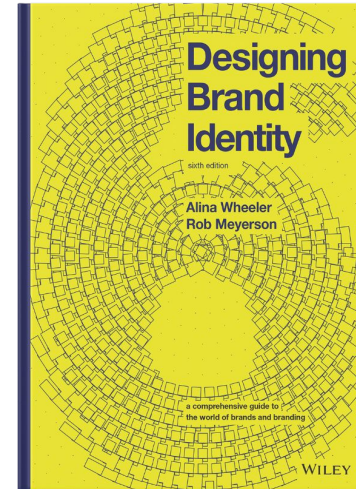
Roe v. Wade overturned
Russia invades Ukraine
NASA's Webb telescope produces deepest, sharpest image of universe to date

2023

Massive earthquake hits Turkey and Syria
Coronation of King Charles III
Pepsi rebrands
Twitter rebrands to X
Johnson & Johnson updates logo after 137 years

2024

Lyle's Golden Syrup redesigns packaging after 140 years
Tiger Woods launches Sun Day Red
Sweden joins NATO
Japan becomes fifth country to achieve soft landing on the Moon



Get in touch

hello@dbibook.com

dbibook.com

