

**Designing Brand Identity** is a quick reference guide. All subject matter is organized by spread for ease of access in the blinding speed of business and life. All that is needed is your desire and passion to be the best.

**Basics**

Part 1 presents the fundamental concepts needed to jumpstart the branding process and creates a shared vocabulary for the entire team.

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**Process**

Part 2 presents a universal process regardless of the project's scope and nature. This section answers the question "Why does it take so long?"

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Part 3 showcases best practices. Local and global, public and private, these projects inspire and exemplify original, flexible, lasting solutions.

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