

# Identity Designed: The Definitive Guide to Visual Branding



## Unlock the Power of Visual Branding

In today's competitive market, a strong visual identity is essential for businesses of all sizes. "Identity Designed" is the ultimate guide to creating impactful and memorable brands that connect with your audience. Written by industry experts, this comprehensive book provides invaluable insights and practical strategies to help you unlock the power of visual branding.



## Identity Designed: The Definitive Guide to Visual Branding

by David Airey

★★★★☆ 4.6 out of 5

Language : English

File size : 22623 KB

Text-to-Speech : Enabled

Screen Reader : Supported  
Enhanced typesetting: Enabled  
X-Ray : Enabled  
Print length : 288 pages



## What's Inside "Identity Designed"?

- **The Fundamentals of Visual Branding:** Understand the principles of brand identity, logo design, and brand storytelling.
- **Creating a Cohesive Brand Experience:** Learn how to develop a visual identity that aligns across all touchpoints, from your website to your social media channels.
- **The Importance of Brand Guidelines:** Establish clear guidelines to ensure consistency and quality in all your branding efforts.
- **Case Studies and Real-World Examples:** Explore inspiring examples of successful visual branding campaigns and learn from the experts.
- **The Future of Visual Branding:** Get a glimpse into the latest trends and innovations that are shaping the future of brand identity.

## Who Should Read "Identity Designed"?

This book is essential for anyone involved in creating or managing a brand, including:

- Marketing professionals
- Designers
- Entrepreneurs

- Business owners
- Students in marketing, design, or business

## About the Authors

"Identity Designed" is written by a team of industry-leading experts, including:

- **David Airey**: Founder and Creative Director of David Airey Design
- **Elliot Jay Stocks**: Creative Director of Koto
- **Grant Gibson**: Brand Strategist and Author of "The Brand Bucket"

## Free Download Your Copy Today

Transform your brand and unlock its full potential with "Identity Designed." Free Download your copy today and take your visual branding to the next level.

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