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# About

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## 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.

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

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Translated into 11+ languages

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200+ case studies across six editions

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

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

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

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

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Hundreds of thousands of copies sold

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## 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

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# 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:

[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.

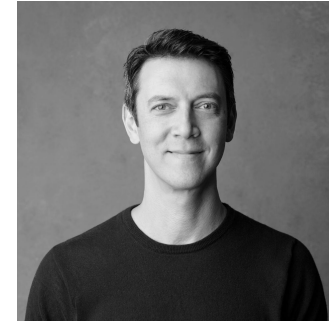
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## Sixth edition co-authors



**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



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## Overview

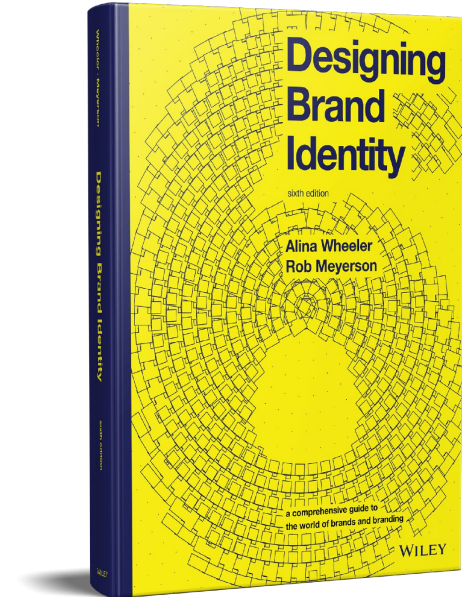
New content includes AI, iconography, social justice, evidence-based marketing, and more

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



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# Typography + Color

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## 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

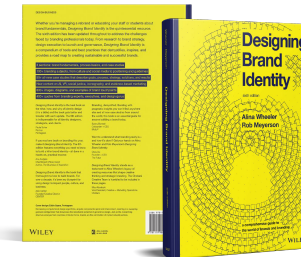
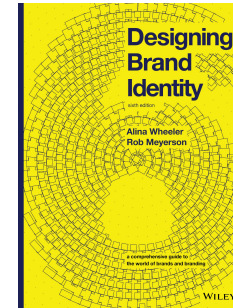
Being featured in *Designing Brand Identity* is exciting—a bit like winning an award. To help you share the good news, we've created a few assets—badges for your website or LinkedIn profile, templates for social posts, and more.

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



## Cover design

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



# Past Editions

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# 20 Years of *Designing Brand Identity*

## First edition

Wiley, 2003

Published in English, Korean, Russian

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### 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

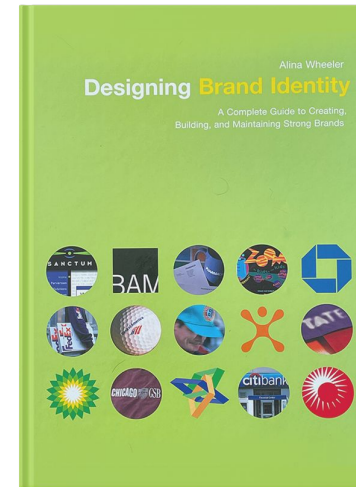
#### 2004

Facebook is formed

Spirit and Opportunity land on Mars

Dove “Campaign for Real Beauty” launches

Unilever rebrands



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# 20 Years of *Designing Brand Identity*

## Second edition

Wiley, 2006

Published in English, Portuguese, Chinese

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### What was happening in the world?

#### 2005

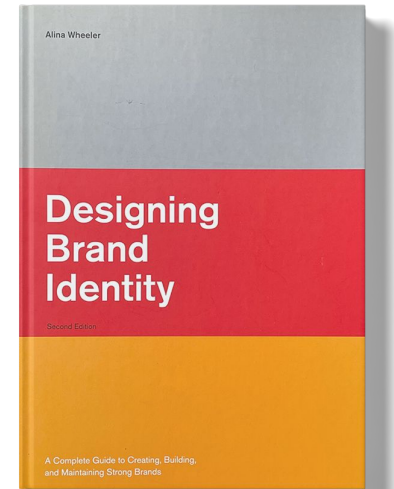
Reddit founded  
Hurricane Katrina  
Angela Merkel is elected  
Amazon launches  
Amazon  
Prime

#### 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



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# 20 Years of *Designing Brand Identity*

## Third edition

Wiley, 2009

Published in English, Portuguese, Polish,  
Taiwanese

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### What was happening in the world?

#### 2008

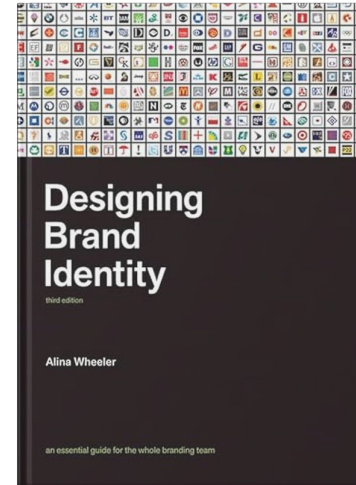
Financial crisis erupts  
(Lehman bankruptcy)  
Walmart rebrands (with  
“Spark” logo)  
Airbnb launches

#### 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



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# 20 Years of *Designing Brand Identity*

## Fourth edition

Wiley, 2013

Published in English, Korean, Spanish,  
Chinese

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### What was happening in the world?

#### 2012

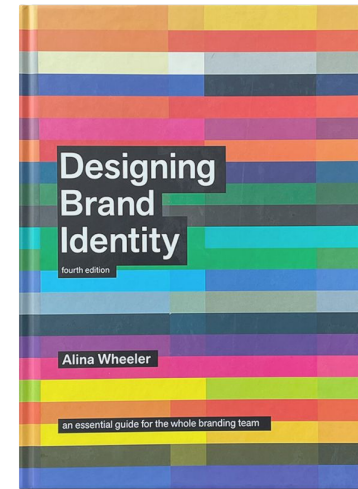
eBay rebrands  
Twitter rebrands  
Higgs boson (aka the  
God particle) discovered  
Microsoft rebrands

#### 2013

Snowden reveals secrets  
Adobe releases Creative  
Cloud  
Slack launches

#### 2014

Airbnb rebrands  
PayPal rebrands





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# 20 Years of *Designing Brand Identity*

## Fifth edition

Wiley, 2018

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

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### 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'

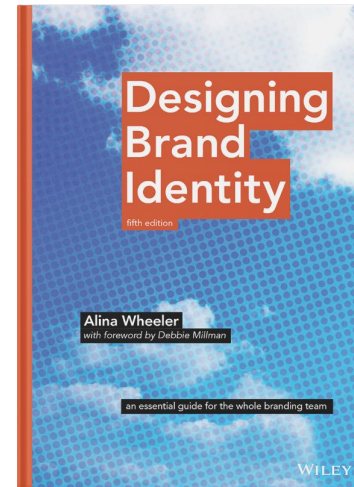
Uber rebrands

#### 2019

Protests in Hong Kong

Mastercard rebrands

Volkswagen rebrands



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# 20 Years of *Designing Brand Identity*

## Sixth edition

Wiley, 2024

Published in English (other languages coming soon!)

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### What was happening in the world?

#### 2022

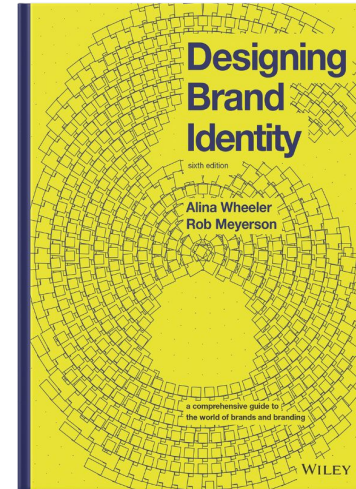
Roe v. Wade overturned  
Russia invades Ukraine  
NASA's Webb telescope produces deepest, sharpest image of universe to date

#### 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

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[dbibook.com](http://dbibook.com)

