

Alina Wheeler Designing Brand Identity

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The steps to design a brand identity, with Alina Wheeler [Logo Geek Podcast] 3 key points from 'Designing Brand Identity.'

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according to the book "Designing Brand Identity: An Essential Guide for the Whole Branding Team," by Alina Wheeler. The color schemes you choose should be distinctive, setting your brand apart.

Brand Identity and the Color Theory

Marketers have to keep this in mind and ensure that the brand identity is aligned with, and relevant to, its customers. Designing and creating a brand identity is expensive and time consuming.

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