CONTENTS

INTRODUCTION

6

? Section 1: DISCOVERY

36 50	Chapter 1:	Origins The origins of identity Corporations replace kingdoms New business, new stories The next step	12 12 14 15
हा 98	Chapter 2:	The value of an identity Differentiation Aspiration and inspiration	18 20 21
% S	Chapter 3:	The "R" word Talk to me The reasons why Oral discovery Visual discovery Get to know the competition Graphical differentiation Study adjacent fields	22 22 23 23 28 31 32 35
# #	Chapter 4:	What's in the air? International considerations	36 37
32 as	Chapter 5:	Practical concerns Other special concerns A last word on research	40 43 44
8 8	Chapter 6:	Logo redesigns: Special concerns Respect equity Don't make sweeping judgments Anticipate obsolescence Design for who they will be	46 46 48 48 49
2 24	Chapter 7:	What sort of mark should it be? Logo/Symbol/Mark Logotype/Wordmark Combination mark lcons and favicons	50 50 58 61 62

Section 2: DEVELOPMENT

a s	Chapter 8:	Generating ideas Draw, draw, draw Feed your brain wisely Traps to avoid	66 66 69 71
23 15	Chapter 9:	What the process can look like Case study 1: Miles Newlyn Case study 2: Sherwin Schwartzrock Case study 3: Paul Howalt Case study 4: David Airey Case study 5: Brian Miller Case study 6: Von Glitschka Case study 7: Felix Sockwell Case study 8: Moving Brands,	74 75 82 86 90 96 102
		with chief creative officer Mat Heinl	113

8 %	Chapter 10:	Favorite techniques Bill Gardner David Airey Paul Howalt Miles Newlyn Brian Miller Felix Sockwell Sherwin Schwartzrock Von Glitschka	118 119 120 120 120 121 121 121
**	Chapter 11:	Brainstorming Group brainstorming Solo brainstorming Forced random connections	122 123 124 124
学 遊	Chapter 12:	Vibrate DE705504	126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148
## ##	Chapter 13:	Incubation Reserve time to relax	152 152
2 s	Chapter 14:	What defines a great logo? It lives (on at least) three levels It has economy of line It has quality craftsmanship The "sweet line" is there It has clever juxtaposition It truthfully conveys who the client is More perspectives	154 154 154 154 155 155 157 158
43 48 48	Chapter 15:	Refinement Select a diversity of concepts Select a diversity of styles Preparing for presentation Finessing Considering color	166 167 168 168 170 173
si si	Chapter 16:	Designing lockups Predicting usage	178 179

Section 3: DELIVERY

9 8	Chapter 17:	Presentation and preparation Entering discussions Reiterating objectives The presentation process	184 185 186 186
8 8 8	Chapter 18:	Application The brand What should the DNA contain? Meet the brand steward The graphic standards manual	190 191 191 194 194
g. 18	Chapter 19:	Implementation Teaching a brand story Preparing the ambassadors Managing expectations	196 197 198 199
#8 #8	Chapter 20:	How to predict the future Avoid the latest craze Plotting design trajectories	202 202 204

EPILOGUE	206
CONTRIBUTORS	208
ABOUT THE AUTHOR	210
PHOTOGRAPHER CREDITS	210
INDEX	211

$\it ``Symbolize'$

Summarize"