

Specialty

Brand identity design

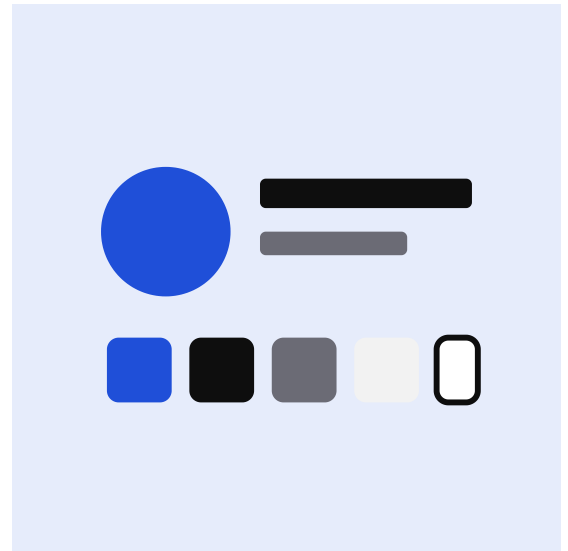
Designs a brand's visual and verbal system (logo, colors, typography, imagery and tone) and the rules for using it everywhere.

In Spanish

Identidad de marca

Origin

Olins (1989); Wheeler (2003)



What problem it addresses

If each piece uses the brand its own way, it stops being recognizable.

Principles

A system

It isn't just a logo: it is pieces that work together.

With rules

A guide that says how and when to use each piece.

Flexible

It works on a small screen and on a building.

Applications in design

✓ Use it like this

Test the identity on real pieces: an app, a poster, an invoice.

✗ Avoid

Delivering a logo without usage rules.

👁 Don't fall for it

Identity ages: review it, but without losing what makes it recognizable.

Connections

Builds on

■ Semiotics

Related to

■ Type design

■ Generative design

■ Graphic design

■ Mood board

■ Motion branding

■ Design system

■ Typography

Authors and works

1989	Wally Olins	Showed how identity makes an organization's strategy visible.
2003	Alina Wheeler	Described the complete process for creating and maintaining a brand identity.

Sources

Original sources

- Olins, W. (1989). Corporate identity: Making business strategy visible through design. Thames and Hudson.

Secondary sources

- Wheeler, A. (2003). Designing brand identity: A complete guide to creating, building, and maintaining strong brands. Wiley.

Last reviewed: October 25, 2026

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