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Creating brand identities is such a great and rewarding experience. As designers, we strive to create the best brand identities we can, but sometimes things don't go the way we want them too. And for that, we need to adopt a more disciplined process. In this article I want to suggest you a way of doing things.

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Designing Brand Identity is an enlightening and helpful resource on the branding process. Its author, Alina Wheeler, is a brand consultant and branding speaker with an obviously exhaustive knowledge of her field.

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Trouble is, she is just that: a brand consultant/speaker, not a writer.

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