



# Come disegnare marchi di successo?

*di Paolo Franzese*

## A PROCESS FOR SUCCESS

The brand identity process demands a combination of investigative, strategic thinking, design excellence, and project management skills. It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesize vast amounts of information.

### 1 | CONDUCTING RESEARCH

- Clarify visions, strategies, goals and values.
- Research stakeholders' needs and perceptions.
- Conduct marketing, competitive, technology, legal and language audits.
- Interview key management.
- Evaluate existing brands and brand architecture.
- Present audit readout.

### 2 | CLARIFYING STRATEGY

- Synthesize learnings.
- Clarify brand strategy.
- Develop a positioning platform.
- Co-create brand attributes.
- Write a brand brief.
- Achieve agreement.
- Create a naming strategy.
- Develop a key message.
- Write a creative brief.

### 3 | DESIGNING IDENTITY

- Visualize the future.
- Brainstorm big idea.
- Design brand identity.
- Explore applications.
- Finalize brand architecture.
- Achieve agreement.

### 4 | CREATING TOUCHPOINTS

- Finalize identity design.
- Develop look and feel.
- Initiate trademark protection.
- Prioritize and design applications.
- Design program.
- Apply brand architecture.

### 5 | MANAGING ASSETS

- Build synergy around the new brand.
- Develop launch strategy and plan.
- Launch internally first.
- Launch externally.
- Develop standards and guidelines.
- Nurture brand champions.

© Alina Wheeler, *Designing Brand Identity*, John Wiley & Sons, Inc.

Fonte: <http://www.atissuejournal.com/>

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