

Designing Brand Identity features online brand management process.

**Second Edition of *Designing Brand Identity*:
A Complete Guide to Creating, Building, and Maintaining Strong Brands.**



Designing Brand Identity

Alina Wheeler, in the 2nd Edition of *Designing Brand Identity*, illuminates the best practices and processes in brand and identity management. In this “Best Practices Update,” we highlight excerpts in the crucial area of online brand management, taken from the section on brand implementation in Wheeler’s book. Featured is the online branding site used by Deloitte, which was launched in 2003 to support its new brand identity and was developed by Monigle Associates. Deloitte Brand Space connects thousands of employees and key agencies to strategy, guidelines, resources, and best practices. In addition to its brand-building value, Deloitte Brand Space is contributing significantly to the operational processes of the firm.

“Initially envisioned to house logos and image libraries, sites now encompass brand strategy, content development guidelines, and web resources.”



The web has transformed brand management, consolidating brand assets and establishing 24/7 access to user-friendly guidelines, tools and templates. Scalable, modular sites are always current, evolving as a company grows. Many sites feature brand vision and attributes, helping to build a shared vocabulary. Robust sites support strategic marketing, consistent communications, and quality execution. Initially envisioned to house logos and image libraries, sites now encompass brand strategy, content development guidelines, and web resources.

Creative firms and external vendors are assigned passwords to access key messages, logos, image libraries, glossaries, intellectual property compliance, and a panoply of smart resources and content. Sites may also be used for online ordering and transactions. Access to certain sections may be limited to user groups. The success of online branding tools is easily monitored through usage statistics.

Our Brand Space site is engaging, educational and a valuable asset to our global staff and agencies.

Mark Allatt, Global Brand Director
Deloitte London

A typical site for a large company could include 1,000 screen files, 300 images in an image library, 50 downloadable templates, and 700 signature files.

Process : online branding site

Developed by Monigle Associates

Initiate plan	> Build groundwork	> Launch project	> Prepare content	> Design and program
<ul style="list-style-type: none"> Determine goals. Identify brand management problems and issues. Identify user groups + profiles. Identify stakeholders. Create project team + appoint leader. Develop team roles, rules, and protocol. 	<ul style="list-style-type: none"> Review status of assets + standards. Determine content approval process. Prioritize content and functionality. Research development options: internal + external. Develop preliminary budget + timeline. Select site development resource. 	<ul style="list-style-type: none"> Conduct launch meeting Develop: <ul style="list-style-type: none"> Site architecture map + functionality. Project online workroom Timeline + preliminary launch plan. User groups + user lists. Access and security plans. Determine IT requirements + hosting plan. Identify brand assets and cataloging scheme. 	<ul style="list-style-type: none"> Determine author and status of content. Set editorial style guidelines. Develop content update plan if needed. Determine content file formatting + exchange requirements. 	<ul style="list-style-type: none"> Identify interface + navigation style. Develop and approve site interface. Initiate programming based on site map. Develop system functionality.

Characteristics of the best online sites

Educational, user-friendly, and efficient

Accessible to internal and external users

Builds brand engagement

Consolidates brand management in one place

Scalable and modular

Offers positive return on investment contribution

Database-driven, not PDF-driven

Provides resources: signatures, templates, image library

Always current: new content and functions can be added to improve implementation of the brand

Builds transactional elements into the site, i.e., online ordering improves implementation and lowers cost simultaneously

Flexible in hosting and ongoing maintenance

Provides more rather than less information and resources

Content guidelines

Write concisely. Less is more.

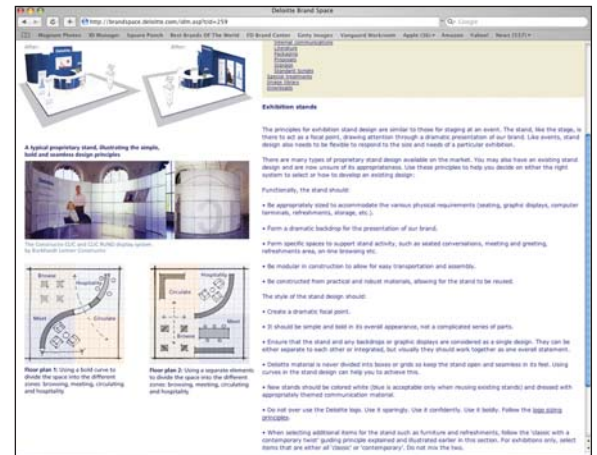
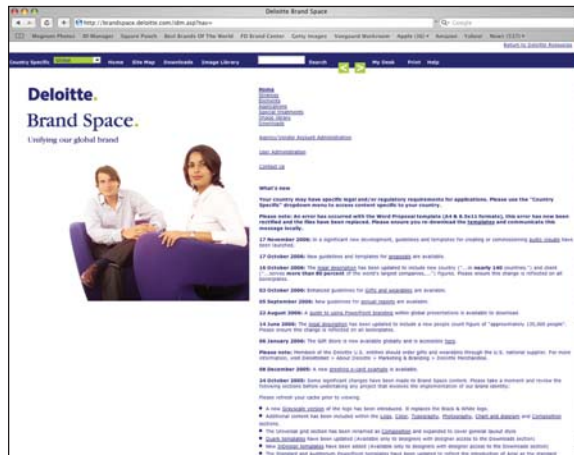
Outline carefully to create a logical order of information.

Know the culture, and write accordingly

Use commonly understood terminology; do not use unnecessary "brand speak."

Provide examples and illustrations.

Support site navigation.



> Develop database

Populate database with content and assets.

Program links and required functions.

Edit content and design by core team.

> Prototype and test

Core team reviews beta site.

Users test beta site.

Make modifications as necessary.

Approve site launch.

> Launch

Finalize launch plan.

Create communications + buzz.

Promote site launch.

Appoint brand champions.

Conduct special training sessions.

> Monitor success

Develop maintenance plan.

Assign administrator.

Assess usage trends-user reports.

Identify content updates and process.

Integrate technology and functional advances.

Assign budget for management and upgrades.

Define and measure impact.

Communicate successes.

Online resource can help build brands

Developed by Monigle Associates

Communicates strategies and objectives for the brand in an organization

Provides help and best practices as opposed to rules (tools, not rules)

Saves users time

Provides resources people need to participate in the brand-building process

Pulls together often disparate subjects into one online resource center

Tracks user activity to help support future investments

Can reengineer many costly processes, reducing cost from strategy to implementation

Builds consistent implementation

Demystifies brand and identity systems

Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands, by Alina Wheeler

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About Monigle Associates

Monigle Associates, the country's largest independent brand consultancy, offers integrated capabilities and services that are unparalleled in the marketplace. Our range of brand strategy, naming, design, and engagement services makes us uniquely skilled in helping our clients build and sustain strong, memorable brands. From its inception more than 30 years ago, Monigle Associates has provided strategic brand solutions to more than 1,000 clients in diverse industries.

About identityManager®

identityManager is an award-winning online brand management tool that connects the appropriate people inside your company and your agency partners and vendors to a wealth of user-friendly resources, including identity guidelines, dynamic templates for print collateral, an image library, downloadable logo files, best practices, and much more. identityManager saves time and money while building brand value.

To learn more about the processes outlined in this "Best Practices Update," contact Mike Reinhardt, Monigle Associates, mreinhardt@monigle.com or 800.346.4710.

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