

Designing Brand Identity Alina Wheeler

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according to the book "Designing Brand Identity: An Essential Guide for the Whole Branding Team," by Alina Wheeler. The color schemes you choose should be distinctive, setting your brand apart.

Brand Identity and the Color Theory

Marketers have to keep this in mind and ensure that the brand identity is aligned with, and relevant to, its customers. Designing and creating a brand identity is expensive and time consuming.

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