

Marty Neumeier

Quotes

*Design, Thinking, Feelings, People, Ideas, Moving, Organization, Play, Guts,
Today, Music, Choices, Working Together, Creativity, Long, Brands, Enough,
Discipline, Comfort, Risk*

Designers don't actually solve problems. They work through them.

~Marty Neumeier

The most innovative designers consciously reject the standard option box and cultivate an appetite for thinking wrong.

~Marty Neumeier

The best design tool is a long eraser with a pencil at one end.

~Marty Neumeier

To achieve originality we need to abandon the comforts of habit, reason, and the approval of our peers, and strike out in new directions.

~Marty Neumeier

A brand is a person's gut feeling about a product, service or organization

~Marty Neumeier

Branding is the process of connecting good strategy with good creativity.

~Marty Neumeier

The central problem of brand-building is getting a complex organization to execute a simple idea.

~Marty Neumeier

Brand is not what you say it is. It's what they say it is.

~Marty Neumeier

A genius is someone who can tolerate the discomfort of uncertainty while generating as many ideas as possible.

~Marty Neumeier

The narrow gauge mindset of the past is insufficient for today's wicked

problems. We can no longer play the music as written. Instead, we have to invent a whole new scale.

~Marty Neumeier

When enough individuals arrive at the same gut feeling, a company can be said to have a brand.

~Marty Neumeier

Design can also be used to invent strategic futures, make complex decisions, and craft a bold corporate vision. We need to move design up the ladder of influence.

~Marty Neumeier

Design is the underlying skill that activates innovation. If you want to innovate, you've got to design.

~Marty Neumeier

A brand is a person's perception. Of course, it makes marketers nervous to think that marketing is out of their control, but that's why the discipline of branding has emerged.

~Marty Neumeier

You can't be a leader by following a leader.

~Marty Neumeier

In a sense, traditional business is design blind.

~Marty Neumeier

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