

Alina Wheeler Designing Brand Identity

WHEN SOMEBODY SHOULD GO TO THE BOOKS STORES, SEARCH INAUGURATION BY SHOP, SHELF BY SHELF, IT IS IN FACT PROBLEMATIC. THIS IS WHY WE PROVIDE THE EBOOK COMPILATIONS IN THIS WEBSITE. IT WILL TOTALLY EASE YOU TO LOOK GUIDE **ALINA WHEELER DESIGNING BRAND IDENTITY** AS YOU SUCH AS.

BY SEARCHING THE TITLE, PUBLISHER, OR AUTHORS OF GUIDE YOU IN POINT OF FACT WANT, YOU CAN DISCOVER THEM RAPIDLY. IN THE HOUSE, WORKPLACE, OR PERHAPS IN YOUR METHOD CAN BE ALL BEST AREA WITHIN NET CONNECTIONS. IF YOU WISH TO DOWNLOAD AND INSTALL THE ALINA WHEELER DESIGNING BRAND IDENTITY, IT IS UNCONDITIONALLY EASY THEN, PREVIOUSLY CURRENTLY WE EXTEND THE COLLEAGUE TO PURCHASE AND CREATE BARGAINS TO DOWNLOAD AND INSTALL ALINA WHEELER DESIGNING BRAND IDENTITY IN VIEW OF THAT SIMPLE!

DESIGNING BRAND IDENTITY - ALINA WHEELER 2006-03-10

THIS INNOVATIVE APPROACH -- BLENDING PRACTICALITY AND CREATIVITY -- IS NOW IN FULL-COLOR! FROM TRANSLATING THE VISION OF A CEO AND CONDUCTING RESEARCH, THROUGH DESIGNING A SUSTAINABLE IDENTITY PROGRAM AND BUILDING ONLINE BRANDING TOOLS, DESIGNING BRAND IDENTITY HELPS COMPANIES CREATE STRONGER BRANDS BY OFFERING REAL SUBSTANCE. WITH AN EASY-TO-FOLLOW STYLE, STEP-BY-STEP CONSIDERATIONS, AND A PROVEN, UNIVERSAL FIVE-PHASE PROCESS FOR CREATING AND IMPLEMENTING EFFECTIVE BRAND IDENTITY, THE BOOK OFFERS THE TOOLS YOU NEED, WHETHER A BRAND MANAGER, MARKETER, OR DESIGNER, WHEN CREATING OR MANAGING A BRAND. THIS EDITION INCLUDES A WEALTH OF FULL-COLOR EXAMPLES AND UPDATED CASE STUDIES FOR WORLD-CLASS BRANDS SUCH AS BP, UNILEVER, CITI, TAZO TEA, AND MINI COOPER. ALINA WHEELER (PHILADELPHIA, PA) APPLIES HER STRATEGIC IMAGINATION TO HELP BUILD BRANDS, CREATE NEW IDENTITIES, AND DESIGN BRAND-IDENTITY PROGRAMS FOR FORTUNE 100 COMPANIES, ENTREPRENEURIAL VENTURES, FOUNDATIONS, AND CITIES.

TAKING BRAND INITIATIVE - MARY JO HATCH 2008-03-11

TAKING BRAND INITIATIVE OFFERS A REVOLUTIONARY APPROACH TO CORPORATE BRANDING THAT LOOKS BEYOND THE MARKETING VALUE OF BRANDS COMPANY-TO-CUSTOMER AND THE HR SIGNIFICANCE OF BRANDS COMPANY-TO-EMPLOYEE. IT PLACES THE MANAGEMENT OF BRANDS AT THE SENIOR LEVEL OF MANAGEMENT AS IT RADIATES THROUGHOUT THE ORGANIZATION. IN THIS GROUNDBREAKING BOOK, INTERNATIONAL BRANDING THOUGHT LEADERS, MARY JO HATCH AND MAKE SCHULTZ EXPLAIN HOW A COMPANY'S BRAND IS JUST AS IMPORTANT TO OUTSIDERS POLITICIANS, SUPPLIERS, AND ANALYSTS AS IT IS TO COMPANY INSIDERS. THEY SHOW HOW ONLY THE CORPORATE BRAND CAN INTEGRATE ALL THE COMPANY'S STAFF FUNCTIONS AND PROVIDE A VISION FOR COMPETITION AND GLOBALIZATION.

IDENTITY DESIGNED - DAVID AIREY 2019-01-22

IDEAL FOR STUDENTS OF DESIGN, INDEPENDENT DESIGNERS, AND ENTREPRENEURS WHO WANT TO EXPAND THEIR UNDERSTANDING OF EFFECTIVE DESIGN IN BUSINESS, IDENTITY DESIGNED IS THE DEFINITIVE GUIDE TO VISUAL BRANDING. WRITTEN BY BEST-SELLING WRITER AND RENOWNED DESIGNER DAVID AIREY, IDENTITY DESIGNED FORMALIZES THE PROCESS AND THE BENEFITS OF BRAND IDENTITY DESIGN AND INCLUDES A SUBSTANTIAL COLLECTION OF HIGH-CALIBER PROJECTS FROM A VARIETY OF THE WORLD'S MOST TALENTED DESIGN STUDIOS. YOU'LL SEE THE HISTORY AND IMPORTANCE OF BRANDING, A CONTEMPORARY ASSESSMENT OF BEST PRACTICES, AND HOW THERE'S ALWAYS MORE THAN ONE WAY TO EXCEED CLIENT EXPECTATIONS. YOU'LL ALSO LEARN A RANGE OF METHODS FOR CONDUCTING RESEARCH, DEFINING STRATEGY, GENERATING IDEAS, DEVELOPING TOUCHPOINTS, IMPLEMENTING STYLE GUIDES, AND FUTUREPROOFING YOUR DESIGNS. EACH IDENTITY CASE STUDY IS FOLLOWED BY A RECAP OF KEY POINTS. THE BOOK INCLUDES PROJECTS BY LANTERN, BASE, PHARUS, OCD, RICE CREATIVE, FOREIGN POLICY, UNDERLINE STUDIO, FEDORIV, FREYTAG ANDERSON, BEDOW, ROBOT FOOD, TOGETHER DESIGN, BELIEVE IN, JACK RENWICK STUDIO, ICO DESIGN, AND LUNDGREN+LINDQVIST. IDENTITY DESIGNED IS A MUST-HAVE, NOT ONLY FOR DESIGNERS, BUT ALSO FOR ENTREPRENEURS WHO WANT TO IMPROVE THEIR WORK WITH A GREATER UNDERSTANDING OF HOW GOOD DESIGN IS GOOD BUSINESS.

BEST PRACTICES FOR GRAPHIC DESIGNERS, GRIDS AND PAGE LAYOUTS - AMY GRAVER 2012-07

THIS UNIQUE, GO-TO GUIDE FOR DESIGNERS FULLY DETAILS THE ESSENTIAL LAYOUT AND DESIGN SKILLS NEEDED TO SUCCEED IN THIS COMPETITIVE INDUSTRY. WITH FUN AND PRACTICAL APPLICATION, IT OFFERS VALUABLE INSIGHT INTO STRATEGY AND BUSINESS WHEN WORKING IN THE REAL WORLD WITH REAL CLIENTS, STARTING WITH BASIC INFORMATION ON LAYOUT PRINCIPLES BEFORE DELVING MORE DEEPLY INTO THEORY AND APPLICATION ON A PROJECT-BY-PROJECT BASIS. ILLUSTRATED WITH REAL-WORLD ASSIGNMENTS AND CASE STUDIES, THIS GUIDE OFFERS A BEHIND-THE-SCENES TAKE ON THE ENTIRE PROCESS AND STEPS NECESSARY TO GO FROM CONCEPT TO FINAL OUTCOME, INCLUDING HOW TO OVERCOME CHALLENGES PRESENTED ALONG THE WAY.

BRAND BIBLE - DEBBIE MILLMAN 2012-02-01

BRAND BIBLE IS A COMPREHENSIVE RESOURCE ON BRAND DESIGN FUNDAMENTALS. IT LOOKS AT THE INFLUENCES OF MODERN DESIGN GOING BACK THROUGH TIME, DELIVERING A SHORT ANATOMICAL OVERVIEW AND EXAMINES BRAND TREATMENTS AND MOVEMENTS IN DESIGN. YOU'LL LEARN THE STEPS NECESSARY TO DEVELOP A SUCCESSFUL BRAND SYSTEM FROM DEFINING THE BRAND ATTRIBUTES AND ASSESSING THE COMPETITION, TO WORKING WITH MATERIALS AND VENDORS, AND ALL THE STEPS IN BETWEEN. THE AUTHOR, WHO IS THE PRESIDENT OF THE DESIGN GROUP AT STERLING BRANDS, HAS OVERSEEN THE DESIGN/REDESIGN OF MAJOR BRANDS INCLUDING PEPSI, BURGER KING, TROPICANA, KLEENEX, AND MANY MORE.

BRAND IDENTITY ESSENTIALS - KEVIN BUDELMANN 2010-10-01

THIS BOOK IS THE FOURTH BOOK IN THE ESSENTIAL SERIES FOLLOWING LAYOUT ESSENTIALS, TYPOGRAPHY ESSENTIALS, AND

PACKAGING ESSENTIALS. IT OUTLINES AND DEMONSTRATES BASIC LOGO AND BRANDING DESIGN GUIDELINES AND RULES THROUGH 100 PRINCIPLES INCLUDING THE ELEMENTS OF A SUCCESSFUL GRAPHIC IDENTITY, IDENTITY PROGRAMS AND BRAND IDENTITY, AND ALL THE VARIOUS STRATEGIES AND ELEMENTS INVOLVED.

WALLY OLINS. BRAND NEW. - WALLY OLINS 2014-04-07

WHAT IS THE FUTURE FOR BRANDS AND BRANDING? DOES GLOBALIZATION MEAN THAT INDIVIDUALITY WILL BE CRUSHED BY MASSIVE MULTINATIONALS? OR WILL THERE STILL BE ROOM FOR BRANDS AND PLACES THAT TRADE ON BEING DIFFERENT? WITH THE RISE OF NEW MARKETS IN INDIA, CHINA, BRAZIL AND ELSEWHERE, WILL NEW GLOBAL BRANDS EMERGE BASED AROUND LOCAL STRENGTHS AND HERITAGE? IF SO, WHAT WILL THIS MEAN FOR THE TRADITIONAL DOMINANCE OF BRANDS BASED ON WESTERN CULTURAL NORMS? INCISIVE, INVIGORATING AND VISIONARY, THIS ANALYSIS OF OUR FAST-EVOLVING GLOBAL MARKETPLACE COMES FROM THE GURU DESCRIBED BY THE FINANCIAL TIMES AS 'THE WORLD'S LEADING PRACTITIONER OF BRANDING AND IDENTITY'. NO ONE INTERESTED IN BRANDING, MARKETING, BUSINESS OR CONTEMPORARY CULTURE WILL WANT TO BE WITHOUT IT. WHAT ABOUT THE IMPACT OF DIGITAL TECHNOLOGY AND INCREASING CUSTOMER FEEDBACK THROUGH SOCIAL MEDIA? TODAY'S BUSINESSES, IN ADDITION TO THINKING ABOUT PRICE AND PROVENANCE, HAVE TO DEAL WITH CORPORATE SOCIAL RESPONSIBILITY. HOW DOES THIS AFFECT THE PRODUCTS AND SERVICES WE CONSUME? ARE CORPORATIONS HERE TO MAXIMIZE PROFITS AND GROW, OR TO HELP SOCIETY, OR BOTH? WHAT, IN FACT, DO CUSTOMERS WANT? WALLY OLINS'S FASCINATING BOOK LOOKS AT EVERY ASPECT OF THE WORLD OF BRANDING. WITH HIS CUSTOMARY FLAIR AND NO-NONSENSE PROSE, HE ANALYZES THE PROBLEMS FACING TODAY'S ORGANIZATIONS, CRITICIZES CORPORATE MISBEHAVIOUR WHERE HE FINDS IT, PRAISES THOSE COMPANIES WHO SEEM TO BE BUILDING AND SUSTAINING BRANDS SUCCESSFULLY IN OUR BRAVE NEW WORLD, AND PREDICTS THE FUTURE OF BRANDING. 'WALLY OLINS ALWAYS ASKS THE RIGHT QUESTIONS AND OFTEN GIVES THE BEST AND MOST THOUGHTFUL ANSWERS. - A MUST READ FOR THOSE OF US WHO WANT TO KNOW WHERE WE'RE HEADING' JOHN DIEFENBACH - CHAIRMAN OF MBLM AND FORMER CHIEF EXECUTIVE OF LANDOR ASSOCIATES

THE BRAND FLIP - MARTY NEUMEIER 2015-07-24

BEST-SELLING BRAND EXPERT MARTY NEUMEIER SHOWS YOU HOW TO MAKE THE LEAP FROM A COMPANY-DRIVEN PAST TO THE CONSUMER-DRIVEN FUTURE. YOU'LL LEARN HOW TO FLIP YOUR BRAND FROM OFFERING PRODUCTS TO OFFERING MEANING, FROM VALUE PROTECTION TO VALUE CREATION, FROM COST-BASED PRICING TO RELATIONSHIP PRICING, FROM MARKET SEGMENTS TO BRAND TRIBES, AND FROM CUSTOMER SATISFACTION TO CUSTOMER EMPOWERMENT. IN THE 13 YEARS SINCE NEUMEIER WROTE THE BRAND GAP, THE INFLUENCE OF SOCIAL MEDIA HAS PROVEN HIS CORE THEORY: "A BRAND ISN'T WHAT YOU SAY IT IS - IT'S WHAT THEY SAY IT IS." PEOPLE ARE NO LONGER CONSUMERS OR MARKET SEGMENTS OR TINY BLIPS IN BIG DATA. THEY DON'T BUY BRANDS. THEY JOIN BRANDS. THEY WANT A VOTE IN WHAT GETS PRODUCED AND HOW IT GETS DELIVERED. THEY'RE WILLING TO ROLL UP THEIR SLEEVES AND HELP OUT--NOT ONLY BY PROMOTING THE BRAND TO THEIR FRIENDS, BUT BY CONTRIBUTING CONTENT, VOLUNTEERING IDEAS, AND EVEN SELLING PRODUCTS OR SERVICES. AT THE CENTER OF THE BOOK IS THE BRAND COMMITMENT MATRIX, A SIMPLE TOOL FOR ORGANIZING THE SIX PRIMARY COMPONENTS OF A BRAND. YOUR BRAND COMMUNITY IS YOUR TRIBE. HOW WILL YOU LEAD IT?

THE BRAND WITHIN - DAYMOND JOHN 2015-06-16

THE BRAND WITHIN IS THE SECOND TITLE IN "THE SHARK" DAYMOND JOHN'S BESTSELLING DISPLAY OF POWER SERIES OF BUSINESS, MOTIVATIONAL, AND EMPOWERMENT BOOKS AIMED AT YOUNG, WOULD-BE ENTREPRENEURS. IN THIS GROUNDBREAKING BOOK, DAYMOND EXAMINES THE LOYALTY AND RELATIONSHIPS WHICH COMPANIES AND CELEBRITIES SEEK TO ESTABLISH WITH THEIR CUSTOMERS AND FANS, ALONG WITH THE IDENTIFYING MARKS CONSUMERS CARRY WHEN THEY BUY INTO A BRAND OR LIFESTYLE. DRAWING ON HIS OWN EXPERIENCES FROM THE CUTTING EDGE OF THE FASHION BUSINESS--AS WELL AS ON HIS HARD-WON INSIGHTS DEVELOPED AS A SOUGHT-AFTER MARKETING CONSULTANT TO GLOBAL TRENDSETTERS AND TASTEMAKERS--DAYMOND MAINTAINS THAT BRANDING RELATIONSHIPS HAVE NOW SEEPED INTO EVERY ASPECT OF OUR LIVES, AND THAT IN ORDER TO SURVIVE AND THRIVE IN THE MARKETPLACE, CONSUMERS AND ASPIRING PROFESSIONALS NEED TO UNDERSTAND AND NURTURE THOSE RELATIONSHIPS

THE AD-FREE BRAND - CHRIS GRAMS 2011-08-11

TODAY YOU CAN BUILD POWERFUL, ENDURING BRANDS AT AMAZINGLY LOW COST -- WITHOUT EXPENSIVE AD CAMPAIGNS, HUGE MARKETING BUDGETS, SELF-INTERESTED OUTSIDE AGENCIES, OR DEEP SPECIALIZED EXPERTISE. ALL YOU NEED ARE PASSION FOR YOUR BRAND, LOW-COST DIGITAL TOOLS, AND THE AD-FREE BRAND. DRAWING ON HIS EXPERIENCE HELPING BUILD RED HAT'S BILLION-DOLLAR GLOBAL BRAND, CHRIS GRAMS INTEGRATES CLASSIC BRAND POSITIONING CONCEPTS WITH 21ST CENTURY DIGITAL STRATEGIES, TOOLS, AND PRACTICES. GRAMS PRESENTS GREAT NEW WAYS TO COLLABORATIVELY UNCOVER, COMMUNICATE, AND EVOLVE YOUR IDEAL BRAND POSITION, EMBED IT IN ORGANIZATIONAL CULTURE, AND WORK WITH YOUR BRAND COMMUNITY TO MAKE IT COME TO LIFE. THIS STEP-BY-

STEP GUIDE WILL LEAD YOU THROUGH THE ENTIRE BRAND POSITIONING PROCESS, WHILE PROVIDING ALL YOU NEED TO BUILD A WINNING BRAND ON A TIGHT BUDGET!

TOP OF MIND: USE CONTENT TO UNLEASH YOUR INFLUENCE AND ENGAGE THOSE WHO MATTER TO YOU - JOHN HALL 2017-04-28

A GAME-CHANGING FRAMEWORK FOR STAYING TOP OF MIND WITH YOUR AUDIENCE—FROM THE NO. 1 COMPANY DOMINATING CONTENT MARKETING WHAT DO MANY SUCCESSFUL BUSINESSES AND LEADERS HAVE IN COMMON? THEY'RE THE FIRST NAMES THAT COME TO MIND WHEN PEOPLE THINK ABOUT THEIR PARTICULAR INDUSTRIES. HOW DO YOU ACHIEVE THIS LEVEL OF TRUST THAT INFLUENCES PEOPLE TO THINK OF YOU IN THE RIGHT WAY AT THE RIGHT TIME? BY DEVELOPING HABITS AND STRATEGIES THAT FOCUS ON ENGAGING YOUR AUDIENCE, CREATING MEANINGFUL RELATIONSHIPS, AND DELIVERING VALUE CONSISTENTLY, DAY IN AND DAY OUT. IT'S THE WINNING APPROACH JOHN HALL USED TO BUILD INFLUENCE & Co. INTO ONE OF "AMERICA'S MOST PROMISING COMPANIES," ACCORDING TO FORBES. IN THIS STEP-BY-STEP GUIDE, HE SHOWS YOU HOW TO USE CONTENT TO KEEP YOUR BRAND FRONT AND CENTER IN THE MINDS OF DECISION MAKERS WHO MATTER. HE REVEALS: * HOW CONSUMER NEEDS AND EXPECTATIONS HAVE CHANGED AND WHAT THIS SHIFT MEANS FOR YOU * HOW TO BUILD A HELPFUL, AUTHENTIC, AND CONSISTENT BRAND THAT SERVES OTHERS JUST AS WELL AS IT SERVES YOU * PROVEN METHODS FOR USING DIGITAL CONTENT TO ENRICH YOUR TARGET AUDIENCE'S LIVES IN WAYS THAT BUILD REAL, LASTING TRUST WHETHER YOU'RE A MARKETING LEADER ENGAGING AN AUDIENCE OF POTENTIAL CUSTOMERS, A BUSINESS LEADER LOOKING TO HUMANIZE YOUR COMPANY BRAND, OR AN INDUSTRY UP-AND-COMER SEEKING TO BUILD INFLUENCE, MAINTAINING A PROMINENT SPOT IN YOUR AUDIENCE'S MINDS WILL INCREASE THE LIKELIHOOD THAT THE MOMENT THEY NEED TO MAKE A CHOICE, YOU'LL BE THE FIRST ONE THEY CALL. THERE'S NO BETTER WAY TO DRIVE OPPORTUNITIES THAT RESULT IN INCREASED REVENUE AND GROWTH. BUSINESS IS NEVER "JUST" BUSINESS. IT'S ALWAYS ABOUT RELATIONSHIPS. IT'S ALWAYS ABOUT A HUMAN CONNECTION. WHEN YOU'RE VIEWED AS A VALUABLE, TRUSTWORTHY PARTNER, THE OPPORTUNITIES ARE ENDLESS. POSITION YOURSELF FOR SUCCESS BY ESTABLISHING AND DEVELOPING CONTENT-DRIVEN RELATIONSHIPS THAT KEEP YOU AND YOUR BRAND TOP OF MIND.

BOOK OF BRANDING - RADIM MALINIC 2019-11-11

BRAND ATLAS - ALINA WHEELER 2011-03-29

"CARRYING THROUGH ALINA WHEELER'S TRADEMARK OF BEAUTIFUL LAYOUT AND DESIGN, THE BOOK TAKES YOU ON A JOURNEY THROUGH JUST ABOUT EVERY IMPORTANT ELEMENT OF BRANDING YOU COULD THINK OF, FROM PASSION TO POSITIONING." —THE INFLUENTIAL MARKETING BLOG (MAY 2011) A COMPANY'S BRAND IS ITS MOST VALUABLE ASSET. WHEELER TAKES THE MOST SEMINAL TOOLS USED BY A WIDE VARIETY OF THOUGHT LEADERS AND PRACTITIONERS AND MAKES THE INFORMATION UNDERSTANDABLE, VISIBLE, RELEVANT, EXPORTABLE AND APPLICABLE. WITH HER BEST-SELLING DEBUT BOOK, DESIGNING BRAND IDENTITY (WALL STREET JOURNAL, BEST-SELLER, SPOTLIGHT 1/23/2011), NOW IN ITS THIRD EDITION, ALINA WHEELER REINVENTED THE MARKETING TEXTBOOK USING A STRAIGHTFORWARD STYLE TO HELP DEMYSTIFY THE BRANDING PROCESS. THIS NEW OFFERING FROM WHEELER, BRAND ATLAS, BUILDS ON THIS USER-FRIENDLY APPROACH TO AGGREGATE AND SIMPLIFY THE SCIENCE BEHIND BRANDING WITH A UNIQUE VISUAL TEACHING METHOD SUITED FOR TIME-CRUNCHED PROFESSIONALS. BRAND ATLAS FOLLOWS THE RECENT YOUTUBE-IPHONE-PECHA KUCHA ERA TREND TOWARD FAST-PACED VISUAL INSTRUCTION BY NEGLECTING NEEDLESS JARGON AND COMBINING VIVID, FULL-COLOR IMAGES AND EASY-TO-FOLLOW DIAGRAMS TO BREAK DOWN BRANDING PRINCIPLES INTO BASIC STEP-BY-STEP CONCEPTS THAT CAN BE IMMEDIATELY APPLIED. THIS HANDY REFERENCE: SPEAKS TO A BROAD RANGE OF STAKEHOLDERS IN THE BRANDING PROCESS—FROM CEOs TO DESIGNERS TO BRAND MANAGERS PROVIDES TOOLS TO INTEGRATE BRAND THROUGHOUT THE ENTIRE CUSTOMER EXPERIENCE, BUILD RELATIONSHIPS BASED ON BRAND, MEASURE A BRAND'S VALUE, AND DEFINE A BRAND STRATEGY CONTAINS ESSENTIAL INFORMATION ILLUSTRATED THROUGH THE USE OF DIAGRAMS WITH DIAGRAMS DESIGNED BY JOEL KATZ, AN INTERNATIONALLY KNOWN INFORMATION DESIGNER AND A GLOBAL AUTHORITY ON THE VISUALIZATION OF COMPLEX INFORMATION, BRAND ATLAS IS A COMPACT, NO-NONSENSE GUIDE THAT SHOWS HOW TACTICAL INNOVATION IN THE DESIGN PROCESS IS CRUCIAL TO BUILDING BRAND ASSETS.

THE GRAPHIC DESIGN IDEA BOOK - GAIL ANDERSON 2016-04-13

THIS BOOK SERVES AS AN INTRODUCTION TO THE KEY ELEMENTS OF GOOD DESIGN. BROKEN INTO SECTIONS COVERING THE FUNDAMENTAL ELEMENTS OF DESIGN, KEY WORKS BY ACCLAIMED DESIGNERS SERVE TO ILLUSTRATE TECHNICAL POINTS AND ENCOURAGE READERS TO TRY OUT NEW IDEAS. THEMES COVERED INCLUDE NARRATIVE, COLOUR, ILLUSION, ORNAMENT, SIMPLICITY, AND WIT AND HUMOUR. THE RESULT IS AN INSTANTLY ACCESSIBLE AND EASY TO UNDERSTAND GUIDE TO GRAPHIC DESIGN USING PROFESSIONAL TECHNIQUES.

HOW TO STYLE YOUR BRAND - FIONA HUMBERSTONE 2015-05

THE RIGHT BRAND IDENTITY HAS THE POWER TO ATTRACT, ENGAGE AND COMPEL PEOPLE TO DO BUSINESS WITH YOU. BUT FOR MANY ENTREPRENEURS, CREATING AN EFFECTIVE BRAND CAN BE A CHALLENGE. WHETHER YOU'RE A START-UP ON A LEMONADE BUDGET, OR A SEASONED ENTREPRENEUR PLANNING ON WORKING WITH A PROFESSIONAL, AN UNDERSTANDING OF THE PROCESS IS ESSENTIAL. IN THIS COMPREHENSIVE WORKBOOK, FIONA HUMBERSTONE WILL WALK YOU THROUGH THE PROCESS OF STYLING YOUR BRAND. FROM FINDING YOUR FOCUS, CREATING AN INSPIRATIONAL VISION AND UNLOCKING THE POWER OF COLOUR PSYCHOLOGY; FIONA WILL HELP YOU UNDERSTAND THE DESIGN DETAILS THAT WILL MAKE YOUR BUSINESS IRRESISTIBLE. HOW TO STYLE YOUR BRAND WILL ENSURE YOU GET YOUR BRANDING RIGHT, FIRST TIME. IN HOW TO STYLE YOUR BRAND, FIONA SHARES WITH YOU THE SECRETS BEHIND USING COLOUR TO CREATE AN EMOTIVE CONNECTION; HOW TO USE PATTERN AND ILLUSTRATIONS TO ADD CHARACTER AND PERSONALITY AND HOW TO CAREFULLY SELECT TYPEFACES THAT ADD A DISTINCTIVE AND INTENTIONAL EDGE TO YOUR DESIGNS

LOGO DESIGN LOVE - DAVID AIREY 2014-08-18

COMPLETELY UPDATED AND EXPANDED, THE SECOND EDITION OF DAVID AIREY'S LOGO DESIGN LOVE CONTAINS MORE OF JUST ABOUT EVERYTHING THAT MADE THE FIRST EDITION SO GREAT: MORE CASE STUDIES, MORE SKETCHES, MORE LOGOS, MORE TIPS FOR WORKING WITH CLIENTS, MORE INSIDER STORIES, AND MORE PRACTICAL INFORMATION FOR GETTING THE JOB AND GETTING IT DONE RIGHT. IN LOGO

DESIGN LOVE, DAVID SHOWS YOU HOW TO DEVELOP AN ICONIC BRAND IDENTITY FROM START TO FINISH, USING CLIENT CASE STUDIES FROM RENOWNED DESIGNERS. IN THE PROCESS, HE REVEALS HOW DESIGNERS CREATE EFFECTIVE BRIEFS, GENERATE IDEAS, CHARGE FOR THEIR WORK, AND COLLABORATE WITH CLIENTS. DAVID NOT ONLY SHARES HIS PERSONAL EXPERIENCES WORKING ON IDENTITY PROJECTS—INCLUDING SKETCHES AND FINAL RESULTS OF HIS OWN SUCCESSFUL DESIGNS—HE ALSO USES THE WORK OF MANY WELL-KNOWN DESIGNERS SUCH AS PAULA SCHER, WHO DESIGNED THE LOGOS FOR CITI AND MICROSOFT WINDOWS, AND LINDON LEADER, CREATOR OF THE CURRENT FedEx IDENTITY, AS WELL AS WORK FROM LEADING DESIGN STUDIOS, INCLUDING MOVING BRANDS, PENTAGRAM, METADesign, SAGMEISTER & WALSH, AND MANY MORE. IN LOGO DESIGN LOVE, YOU'LL LEARN: BEST PRACTICES FOR EXTENDING A LOGO INTO A COMPLETE BRAND IDENTITY SYSTEM WHY ONE LOGO IS MORE EFFECTIVE THAN ANOTHER HOW TO CREATE YOUR OWN ICONIC DESIGNS WHAT SETS SOME DESIGNERS ABOVE THE REST 31 PRACTICAL DESIGN TIPS FOR CREATING LOGOS THAT LAST **BRAND IDENTITY** - STEPHAN McDONALD 2020-12-03

CREATING A BRAND IDENTITY: A GUIDE FOR DESIGNERS - CATHARINE SLADE-BROOKING 2016-01-18

CREATING A BRAND IDENTITY IS A FASCINATING AND COMPLEX CHALLENGE FOR THE GRAPHIC DESIGNER. IT REQUIRES PRACTICAL DESIGN SKILLS AND CREATIVE DRIVE AS WELL AS AN UNDERSTANDING OF MARKETING AND CONSUMER BEHAVIOUR. THIS PRACTICAL HANDBOOK IS A COMPREHENSIVE INTRODUCTION TO THIS MULTIFACETED PROCESS. EXERCISES AND EXAMPLES HIGHLIGHT THE KEY ACTIVITIES UNDERTAKEN BY DESIGNERS TO CREATE A SUCCESSFUL BRAND IDENTITY, INCLUDING DEFINING THE AUDIENCE, ANALYZING COMPETITORS, CREATING MOOD BOARDS, NAMING BRANDS, DESIGNING LOGOS, PRESENTING TO CLIENTS, REBRANDING AND LAUNCHING THE NEW IDENTITY. CASE STUDIES THROUGHOUT THE BOOK ARE ILLUSTRATED WITH BRAND IDENTITIES FROM AROUND THE WORLD, INCLUDING A DIVERSE RANGE OF INDUSTRIES - DIGITAL MEDIA, FASHION, ADVERTISING, PRODUCT DESIGN, PACKAGING, RETAIL AND MORE.

BRAND NAMING - ROB MEYERSON 2021-12-14

YOU DON'T HAVE A BRAND—WHETHER IT'S FOR A COMPANY OR A PRODUCT—UNTIL YOU HAVE A NAME. THE NAME IS ONE OF THE FIRST, LONGEST LASTING, AND MOST IMPORTANT DECISIONS IN DEFINING THE IDENTITY OF A COMPANY, PRODUCT, OR SERVICE. BUT SET AGAINST A TIDAL WAVE OF TRADEMARK APPLICATIONS, MORTIFYING MISTRANSLATIONS, AND DISAPPEARING DOT-COM AVAILABILITY, YOU WON'T FIND A GOOD NAME BY DUMPING OUT SCRABBLE TILES. BRAND NAMING DETAILS BEST-PRACTICE METHODOLOGIES, TACTICS, AND ADVICE FROM THE WORLD OF PROFESSIONAL NAMING. YOU'LL LEARN: WHAT MAKES A GOOD (AND BAD) NAME THE STEP-BY-STEP PROCESS PROFESSIONAL NAMERS USE HOW TO GENERATE HUNDREDS OF NAME IDEAS THE SECRETS OF WHITTLING THE LIST DOWN TO A FINALIST THE MOST COMPLETE AND DETAILED BOOK ABOUT NAMING YOUR BRAND, BRAND NAMING ALSO INCLUDES INSIDER ANECDOTES, TIRED TRENDS, BRAND ORIGIN STORIES, AND BUSTED MYTHS. WHETHER YOU NEED A GREAT NAME FOR A NEW COMPANY OR PRODUCT OR JUST WANT TO LEARN THE SECRETS OF PROFESSIONAL WORD NERDS, PUT DOWN THE THESAURUS—NOT TO MENTION SCRABBLE—AND PICK UP BRAND NAMING.

DESIGN THE LIFE YOU LOVE - AYSE BIRSEL 2015-10-13

AN INTERACTIVE JOURNAL THAT SERVES AS A JOYFUL, INSPIRATIONAL GUIDE TO BUILDING THE LIFE YOU'VE ALWAYS DREAMED OF, USING THE PRINCIPLES AND CREATIVE PROCESS OF AN AWARD-WINNING PRODUCT DESIGNER. LIFE, JUST LIKE A DESIGN PROBLEM, IS FULL OF CONSTRAINTS -- TIME, MONEY, AGE, LOCATION, AND CIRCUMSTANCES. YOU CAN'T HAVE EVERYTHING, SO YOU HAVE TO BE CREATIVE TO MAKE WHAT YOU WANT AND WHAT YOU NEED CO-EXIST. DESIGN THE LIFE YOU LOVE IS A JOYFUL, INSPIRATIONAL GUIDE TO BUILDING THE LIFE YOU'VE ALWAYS WANTED, USING THE PRINCIPLES AND CREATIVE PROCESS OF AN AWARD-WINNING PRODUCT DESIGNER. THROUGH FOUR STEPS THAT REVEAL HIDDEN SKILLS AND WISDOM, ANYONE CAN DESIGN A LIFE THEY LOVE!

LOGO DESIGN LOVE - DAVID AIREY 2009-12-20

THERE ARE A LOT OF BOOKS OUT THERE THAT SHOW COLLECTIONS OF LOGOS. BUT DAVID AIREY'S "LOGO DESIGN LOVE" IS SOMETHING DIFFERENT: IT'S A GUIDE FOR DESIGNERS (AND CLIENTS) WHO WANT TO UNDERSTAND WHAT THIS MYSTERIOUS BUSINESS IS ALL ABOUT. WRITTEN IN READER-FRIENDLY, CONCISE LANGUAGE, WITH A MINIMUM OF DESIGNER JARGON, AIREY GIVES A SURPRISINGLY CLEAR EXPLANATION OF THE PROCESS, USING A WIDE ASSORTMENT OF REAL-LIFE EXAMPLES TO SUPPORT HIS POINTS. ANYONE INVOLVED IN CREATING VISUAL IDENTITIES, OR WANTING TO LEARN HOW TO GO ABOUT IT, WILL FIND THIS BOOK INVALUABLE. - TOM GEISMAR, CHERMAYEFF & GEISMAR IN LOGO DESIGN LOVE, IRISH GRAPHIC DESIGNER DAVID AIREY BRINGS THE BEST PARTS OF HIS WILDLY POPULAR BLOG OF THE SAME NAME TO THE PRINTED PAGE. JUST AS IN THE BLOG, DAVID FILLS EACH PAGE OF THIS SIMPLE, MODERN-LOOKING BOOK WITH GORGEOUS LOGOS AND REAL WORLD ANECDOTES THAT ILLUSTRATE BEST PRACTICES FOR DESIGNING BRAND IDENTITY SYSTEMS THAT LAST. DAVID NOT ONLY SHARES HIS EXPERIENCES WORKING WITH CLIENTS, INCLUDING SKETCHES AND FINAL RESULTS OF HIS SUCCESSFUL DESIGNS, BUT USES THE WORK OF MANY WELL-KNOWN DESIGNERS TO EXPLAIN WHY WELL-CRAFTED BRAND IDENTITY SYSTEMS ARE IMPORTANT, HOW TO CREATE ICONIC LOGOS, AND HOW TO BEST WORK WITH CLIENTS TO ACHIEVE SUCCESS AS A DESIGNER. CONTRIBUTORS INCLUDE GERARD HUERTA, WHO DESIGNED THE LOGOS FOR TIME MAGAZINE AND WALDENBOOKS; LINDON LEADER, WHO CREATED THE CURRENT FedEx BRAND IDENTITY SYSTEM AS WELL AS THE CIGNA LOGO; AND MANY MORE. READERS WILL LEARN: WHY ONE LOGO IS MORE EFFECTIVE THAN ANOTHER HOW TO CREATE THEIR OWN ICONIC DESIGNS WHAT SETS SOME DESIGNERS ABOVE THE REST BEST PRACTICES FOR WORKING WITH CLIENTS 25 PRACTICAL DESIGN TIPS FOR CREATING LOGOS THAT LAST

DESIGNING BRAND IDENTITY - ALINA WHEELER 2012

FROM RESEARCHING THE COMPETITION TO TRANSLATING THE VISION OF THE CEO, TO DESIGNING AND IMPLEMENTING AN INTEGRATED BRAND IDENTITY PROGRAMME, THE METICULOUS DEVELOPMENT PROCESS OF DESIGNING A BRAND IDENTITY IS PRESENTED THROUGH A HIGHLY VISIBLE STEP-BY-STEP APPROACH IN FIVE PHASES.

UNLEASH POSSIBLE - SAMANTHA STONE 2016-10-03

UNLEASH POSSIBLE IS A HOW-TO GUIDE FOR HIGH-GROWTH MARKETING IN COMPLEX SELLING ENVIRONMENTS. AUTHOR SAMANTHA STONE,

THE REVENUE CATALYST, SHOWS YOU HOW TO INITIATE GROWTH, AND HOW TO PARTNER WITH SALES TO GET THE RIGHT RESULTS.

Win - Dr. Frank Luntz 2011-03-01

FROM THE NEW YORK TIMES BESTSELLING AUTHOR AND TOP POLLSTER DR. FRANK LUNTZ COMES AN UNPRECEDENTED EXAMINATION OF COMMUNICATION EXCELLENCE AND HOW TOP PERFORMERS WIN IN ALL AREAS OF HUMAN ENDEAVOR BY UTILIZING SUPERB COMMUNICATION SKILLS. FROM MIKE BLOOMBERG AND ARNOLD SCHWARZENEGGER TO BUSINESS ICONS RUPERT MURDOCH, STEVE WYNN, AND FRED SMITH; TO THE CEOs OF MGM RESORTS, J. CREW, AND GIBSON GUITAR; TO LEGENDARY SPORTS SUPERSTARS LIKE LARRY BIRD, JIMMY CONNORS, AND MIKE RICHTER; TO MEDIA LEGENDS ROGER AILES, DON IMUS, AND DOZENS MORE, LUNTZ TELLS THEIR STORIES--IN THEIR OWN WORDS--AND DEMONSTRATES HOW THEIR STYLE OF OPERATION AND COMMUNICATION IS ABSOLUTELY ESSENTIAL TO THEIR SUCCESS. LUNTZ MAKES IT CLEAR THAT FOLLOWING THE RULES OF EFFECTIVE COMMUNICATION IS INDISPENSABLE IN ANY SUCCESSFUL HUMAN ENDEAVOR. DR. LUNTZ OFFERS MORE THAN SEVENTY NEW "WORDS THAT WORK" FOR PRIVATE ONE-ON-ONE MEETINGS WITH YOUR BOSS, FOR PUBLIC PRESENTATIONS TO HUNDREDS OF COLLEAGUES, OR FOR TELEVISION APPEARANCES THAT REACH MILLIONS. THERE ARE MORE THAN THREE DOZEN SPECIFIC LESSONS AND RECOMMENDATIONS--AND EACH ONE DIRECTLY ILLUSTRATES THE NINE ESSENTIAL ACTION-ORIENTED PRINCIPLES OF WINNING AT EVERY LEVEL: PEOPLE-CENTERED, PARADIGM-BREAKING, PRIORITIZING, PERFECTION, PARTNERSHIPS, PASSION, PERSUASION, PERSISTENCE, AND PRINCIPLED ACTIONS. DO YOU HAVE WHAT IT TAKES WIN IS AN UNPRECEDENTED EXAMINATION OF THE ART, SCIENCE, AND LANGUAGE OF WINNING, AND A MUST-HAVE FOR PEOPLE WHO WANT TO UNDERSTAND AND EMULATE THE WINNERS OF TODAY. THE DEFINITION OF WINNING THE ABILITY TO GRASP THE HUMAN DIMENSION OF EVERY SITUATION THE ABILITY TO KNOW WHAT QUESTIONS TO ASK AND WHEN TO ASK THEM THE ABILITY TO SEE THE CHALLENGE, AND THE SOLUTION, FROM EVERY ANGLE THE ABILITY TO COMMUNICATE THEIR VISION PASSIONATELY AND PERSUASIVELY THE ABILITY TO CONNECT WITH OTHERS AND CREATE AN ENDURING CHEMISTRY AND 10 OTHER UNIVERSAL ATTRIBUTES OF WINNERS.

BRAND THINKING AND OTHER NOBLE PURSUITS - Debbie Millman 2013-05-01

Q&As with Wally Olins, Malcolm Gladwell, Seth Godin, Daniel Pink, Dori Tunstall, and many more on the art and psychology of branding. We are now living in a world with over one hundred brands of bottled water. Whether it's good or bad, humans telegraph their affiliations and beliefs with symbols, signs, and codes in everything from the cars they drive to the coffee they drink. Why do we do that? Brand Thinking and Other Noble Pursuits contains interviews with the world's leading designers and thinkers in branding. The interviews contain spirited views on how and why humans have branded the world around us, and the ideas, inventions, and insight inherent in the search. Includes conversations with: Wally Olins * Grant McCracken * Phil Duncan * Dori Tunstall * Brian Collins * Virginia Postrel * Bruce Duckworth * David Butler * Stanley Hainsworth * Cheryl Swanson * Joe Duffy * Margaret Youngblood * Seth Godin * Dan Formosa * Bill Moggridge * Sean Adams * Daniel Pink * Deedee Gordon * Karim Rashid * Alex Bogusky * Tom Peters * Malcolm Gladwell

BRANDSIMPLE: HOW THE BEST BRANDS KEEP IT SIMPLE AND SUCCEED - Allen P. Adamson 2007-08-07

EMPHASIZING THE IMPORTANCE OF EFFECTIVE BRANDS IN A COMPETITIVE MARKET, AN EXPERT IN THE FIELD DISCUSSES THE BASICS OF GOOD BRANDING, INCLUDING THE IMPORTANCE OF TESTING IN A MARKET, THE ESSENTIAL LINK OF THE DESIGN AND MESSAGE OF A BRAND WITH ITS MEANING, AND THE NEED TO AVOID UNNECESSARY AND COMPLICATED STRATEGIES. REPRINT.

THE GRAPHIC DESIGN REFERENCE & SPECIFICATION BOOK - Poppy Evans 2013-09

THE GRAPHIC DESIGN REFERENCE & SPECIFICATION BOOK SHOULD ALWAYS BE NEXT TO A DESIGNER'S COMPUTER. COMPLETELY PRACTICAL WITH ONLY THE MOST NEEDED INFORMATION, THIS VALUABLE BOOK PROVIDES DESIGNERS WITH ALL THE LITTLE DETAILS THAT CAN MAKE OR BREAK A DESIGN, SUCH AS HOW MUCH SPACE TO LEAVE IN THE GUTTER WHEN DESIGNING BARREL FOLDS, HOW TO LAYOUT A TEMPLATE FOR A BOX, AND THE RATIOS OF EACH PART, AS WELL AS METRIC CONVERSION CHARTS, STANDARD ENVELOPE SIZES IN THE USA, EUROPE, CANADA AND ASIA, AND MUCH MORE. THIS HARDWORKING HANDBOOK IS COMPACT AND ACCESSIBLE AND IS A MUST-HAVE FOR ANY GRAPHIC DESIGNER.

BRAND IDENTITY - Stephan McDonald 2020-11-26

DISCOVER THE BENEFITS THAT A CONSISTENT BRAND IDENTITY BRINGS TO YOUR BUSINESS TO INCREASE SALES AND ACHIEVE SUCCESS. ARE YOU SEARCHING FOR THE PERFECT STRATEGIES TO ESTABLISH YOUR BRAND IDENTITY WITHOUT ANY HASSLE? CONGRATULATIONS! THE RIGHT GUIDE IS HERE FOR YOU. THIS EXCELLENT GUIDE IS ABOUT SUCCESSFUL PEOPLE WHO HAVE CREATED INNOVATIVE PRODUCTS AND BRANDS. IT TELLS ABOUT HOW A BRAND AFFECTS ITS CREATOR'S LIFE AND WHAT UPS AND DOWNS CREATIVE PEOPLE HAD TO GO THROUGH TO SUCCEED ULTIMATELY. WITH THIS ALL-INCLUSIVE GUIDE, YOU'LL EXPERIENCE UNIQUE WAYS TO EXAMINES BRANDING FROM ALL ANGLES AND THE IMPORTANCE OF BUILDING IT FOR EVERYONE WHO WANTS TO MAKE A NAME FOR THEMSELVES, FROM MUSICIANS TO POLITICIANS. WHAT YOU GET: COMPREHENSIVE UNDERSTANDING OF THE ROLE OF EMOTIONS IN THE IMPLEMENTATION OF BRANDING STRATEGY BRAND IDENTITY AN ESSENTIAL ELEMENT OF BUSINESS SUCCESS EFFECTS OF BRAND IDENTITY ON CUSTOMER DECISION PRACTICAL APPROACHES TO ATTRACT PROSPECTS TO SUBJECTS THAT INTEREST THEM STEP-BY-STEP WAYS TO ENHANCE YOUR BRAND IDENTITY THROUGH PROFESSIONAL, CULTURAL, AND INTELLECTUAL ENRICHMENT RESULTING FROM ALL YOUR CONTENT BENEFITS OF SOCIAL MEDIA FOR BRAND STRATEGY AND IDENTITY DEVELOPING AN AUTHENTIC BRAND STORY THAT IMPROVES TRUST AND MUCH MORE. FINALLY, THIS GUIDE ENTAILS ALL THAT IT REQUIRES TO BUILD A DISTINCTIVE BRAND IDENTITY WITHOUT ANY HASSLE. A COMPLETE PRACTICAL GUIDE TO CREATING AN IRRESISTIBLE STORY BRAND BUSINESS. PLUS, IT DESCRIBES FORMING A BRAND IDENTITY STEP BY STEP, PROVIDING READERS THE OPPORTUNITY TO LEARN HOW TO CHOOSE A TARGET AUDIENCE, WHAT IS INCLUDED IN THE BRAND "PACKAGING," WHICH CHANNELS CAN BE USED FOR PROMOTION, ETC. WHAT ARE YOU WAITING FOR? GRAB YOUR COPY TODAY AND LEARN THE PERFECT STEPS TO CRAFT AND DESIGN AN IRRESISTIBLE STORY BRAND BUSINESS.

DAMN GOOD - Tim Lapetino 2012-03-19

TOP GRAPHIC DESIGNERS SHARE THEIR ALL-TIME BEST WORK BRIMMING WITH INSPIRATION, DAMN GOOD HIGHLIGHTS THE FAVORITE WORK OF DESIGNERS AROUND THE GLOBE, SHOWCASING THEIR BEST, MOST PASSIONATE PROJECTS. THIS UNIQUE AND DIVERSE COLLECTION CHALLENGES THE STATUS QUO AND TYPICAL INDUSTRY BOUNDARIES, AND ALSO CONTAINS THE STORIES BEHIND THE WORK--IN THE WORDS OF THE CREATIVE TEAMS WHO DESIGNED THEM. DAMN GOOD FEATURES A BOLD RANGE OF DESIGN WORK, SPANNING 35 COUNTRIES AND MULTIPLE DISCIPLINES, INCLUDING PRINT DESIGN, LOGO DESIGN, IDENTITY DESIGN, PACKAGE DESIGN, INTERACTIVE DESIGN, AND MORE. FEATURING WORK FROM: DEUTSCH DESIGN WORKS DEVICE FUSEPROJECT GRIP DESIGN HATCH DESIGN ID29 MODERN DOG DESIGN CO. MOXIE SOZO OGILVY RICKABAUGH GRAPHICS STEFAN BUCHER STUDIOFLUID VOLUME, INC. WALLACE CHURCH

DESIGNING BRAND IDENTITY - Alina Wheeler 2012-10-11

A REVISED NEW EDITION OF THE BESTSELLING TOOLKIT FOR CREATING, BUILDING, AND MAINTAINING A STRONG BRAND FROM RESEARCH AND ANALYSIS THROUGH BRAND STRATEGY, DESIGN DEVELOPMENT THROUGH APPLICATION DESIGN, AND IDENTITY STANDARDS THROUGH LAUNCH AND GOVERNANCE, DESIGNING BRAND IDENTITY, FOURTH EDITION OFFERS BRAND MANAGERS, MARKETERS, AND DESIGNERS A PROVEN, UNIVERSAL FIVE-PHASE PROCESS FOR CREATING AND IMPLEMENTING EFFECTIVE BRAND IDENTITY. ENRICHED BY NEW CASE STUDIES SHOWCASING SUCCESSFUL WORLD-CLASS BRANDS, THIS FOURTH EDITION BRINGS READERS UP TO DATE WITH A DETAILED LOOK AT THE LATEST TRENDS IN BRANDING, INCLUDING SOCIAL NETWORKS, MOBILE DEVICES, GLOBAL MARKETS, APPS, VIDEO, AND VIRTUAL BRANDS. FEATURES MORE THAN 30 ALL-NEW CASE STUDIES SHOWING BEST PRACTICES AND WORLD-CLASS UPDATED TO INCLUDE MORE THAN 35 PERCENT NEW MATERIAL OFFERS A PROVEN, UNIVERSAL FIVE-PHASE PROCESS AND METHODOLOGY FOR CREATING AND IMPLEMENTING EFFECTIVE BRAND IDENTITY

DESIGNING B2B BRANDS - Carlos Martinez Onaindia 2013-02-19

"AS AN IN-DEPTH EXPLANATION OF ONE ORGANISATION'S BRAND STRATEGY, THIS GUIDE IS BOTH FASCINATING AND FULL OF USEFUL INSIGHTS." — THE CA MAGAZINE (UK) GET TACTICAL INSIGHT FROM THE TOP BUSINESS-TO-BUSINESS BRANDING EXPERTS—AND GAIN A GLOBAL PRESENCE THIS COMPREHENSIVE MANUAL LAYS OUT THE STEPS NECESSARY FOR CREATING AN ICONIC GLOBAL IDENTITY. IT USES THE LESSONS AND INSIDE KNOWLEDGE OF DELOITTE, THE WORLD'S LARGEST PROFESSIONAL SERVICES ORGANIZATION, TO HELP OTHER BUSINESS-TO-BUSINESS OPERATIONS DELIVER A HIGH-IMPACT, VALUE-ADDED BRAND EXPERIENCE. THIS BOOK WILL ILLUSTRATE ALL THE COMPONENTS OF AN INTEGRATED BRAND IDENTITY SYSTEM, AND HOW THEY CAN BE CRAFTED AND IMPLEMENTED FOR OPTIMAL EFFECT. HERE, THE SPECULATIVE IS REPLACED BY THE PROVEN: A SEAMLESS FRAMEWORK FOR GLOBAL BRAND SUCCESS, CREATED AND FOLLOWED BY AN ORGANIZATION RENOWNED FOR ITS CONSULTING AND ADVISORY SERVICES. FEATURES ESSENTIAL UP-TO-DATE STRATEGIES FOR KEEPING YOUR BRAND FRESH AND ENDURING ADDRESSES THE ROLE OF DESIGNERS; THE MARKETING AND COMMUNICATION FUNCTION; HUMAN RESOURCES AND TALENT TEAMS; AGENCIES AND VENDORS; AND MORE CONSIDERS THE IMPACT OF DIGITAL AND SOCIAL MEDIA, TWO MASSIVE FORCES REQUIRING NEW THINKING FOR B2B BRANDS INCORPORATES BEST PRACTICES FOR EMERGING MARKETS WITH GUIDANCE THAT TAKES YOU ON A CLEAR, LINEAR PATH TOWARD ACHIEVING YOUR BRAND OBJECTIVES, THIS IMPRESSIVE SINGLE-SOURCE VOLUME IS THE ONE BOOK NO BUSINESS MARKETING PROFESSIONAL SHOULD BE WITHOUT.

CORPORATE IDENTITY DESIGN - Veronica Napoles 1991-01-16

IN A MARKET CLUTTERED WITH BIG AND SMALL COMPANIES COMPETING FOR THE CONSUMER'S ATTENTION, PUBLIC IMAGE BECOMES MORE CRITICAL THAN EVER TO THE SUCCESS OF ANY BUSINESS. VERONICA NAPOLES'S CORPORATE IDENTITY DESIGN PROVIDES A PRACTICAL TOOL FOR DESIGNING AND IMPLEMENTING A SUCCESSFUL, COMPREHENSIVE CORPORATE IDENTITY PROGRAM. IT IS AN INVALUABLE RESOURCE, SINCE FASHIONING A POWERFUL AND ACCESSIBLE IDENTITY IS A COMPANY'S BEST BET FOR CAPTURING THE ATTENTION OF CONSUMERS. NAPOLES EXPLAINS THE DIFFERENCE BETWEEN CORPORATE IMAGE--HOW A COMPANY IS ACTUALLY PERCEIVED BY THE PUBLIC--AND IDENTITY--HOW IT WANTS TO BE PERCEIVED--AND SHOWS HOW TO CLOSE THE GAP BETWEEN THE TWO. IN DOING SO, SHE GOES BEYOND PREVIOUS BOOKS ON THE SUBJECT AND ANTICIPATES THE NEEDS OF CONSUMERS BY INCORPORATING ELEMENTS OF BEHAVIORAL PSYCHOLOGY INTO THE DESIGN PROCESS. CORPORATE IDENTITY DESIGN IS NOT MERELY A PICTURE BOOK OR AN ANTHOLOGY OF SYMBOLS, BUT A COMPREHENSIVE, DETAILED EXAMINATION OF ALL FACTORS THAT LEAD TO THE CHOICE AND REFINEMENT OF A CORPORATE IDENTITY. NAPOLES'S CONCISE, STEP-BY-STEP OVERVIEW LOOKS AT ALL PHASES OF THE CORPORATE IDENTITY DESIGN PROCESS, INCLUDING: * RECOGNIZING THE NEED FOR CORPORATE IDENTITY ADJUSTMENT * SELECTING A BASIC SYMBOL CATEGORY FROM WHICH TO CHOOSE * DECIDING ON AND REFINING A CHOSEN SYMBOL * IMPLEMENTING A CAREFUL, INTELLIGENT PROGRAM FOR PHASING IN THE NEW CORPORATE IDENTITY AND ENSURING ITS ACCEPTANCE BY THE PUBLIC. THE BOOK INCLUDES DOZENS OF HELPFUL ILLUSTRATIONS, A SAMPLE DESIGN PROPOSAL, QUESTIONNAIRES, DESIGN BRIEFS, AND A COLOR CHART. IN ADDITION, NAPOLES PROVIDES GUIDELINES FOR CHANGING A COMPANY NAME, INCLUDING INFORMATION ON BASIC NAME CATEGORIES AND THE CATEGORIES AND THE CREATIVE PROCESS FOR DEVELOPING AND EVALUATING NAMES. THESE AND OTHER FEATURES MAKE CORPORATE IDENTITY DESIGN THE DEFINITIVE WORK FOR ESTABLISHING QUICK AND ACCURATE IMAGE/IDENTITY RELATIONSHIPS IN THE MIND OF THE PUBLIC. DESIGN STUDENTS AND PROFESSIONALS, PUBLIC RELATIONS AND COMMUNICATIONS OFFICERS, AND TOP-LEVEL MANAGEMENT PERSONNEL WILL ALL FIND CORPORATE IDENTITY DESIGN A CONTINUING RESOURCE FOR IDEAS, INFORMATION, AND INSPIRATION.

WEBSITE BRANDING FOR SMALL BUSINESSES - Nathalie Nahai 2014-04-22

WITH SO MANY CUSTOMERS TAKING TO THE WEB FOR INFORMATION, EVERY BUSINESS NEEDS TO HAVE AN ONLINE PRESENCE, ESPECIALLY A SMALL BUSINESS. HOWEVER, A SIMPLE WEBSITE WON'T SUFFICE AND EACH ENTERPRISE HAS TO PROPERLY CONNECT WITH CUSTOMERS TO BUILD AND NURTURE A RELATIONSHIP THAT WILL ENSURE THEIR DEVOTION TO THE BRAND. THIS IS WHERE NATHALIE NAHAI, THE WEB PSYCHOLOGIST, STEPS IN. NAHAI EXPERTLY DRAWS FROM THE FIELDS OF PSYCHOLOGY, NEUROSCIENCE, AND BEHAVIORAL ECONOMICS TO SHARE THE LATEST DEVELOPMENTS, INNOVATIVE TECHNIQUES, AND ORIGINAL INSIGHTS THAT WILL LEAD ANY SMALL BUSINESS TO ONLINE SUCCESS, WITH INFORMATION ON: • TARGETING THE EMOTIONAL VERSUS THE RATIONAL BRAIN • THE PSYCHOLOGY OF DECISION-MAKING •

HOW TO PINPOINT YOUR TARGET MARKET • COMMUNICATE PERSUASIVELY • UTILIZING IMAGES, VIDEO, AND COLORS TO GRAB ATTENTION • MAKING A WEBSITE EASY TO USE • USING SOCIAL MEDIA TO CONNECT • INCREASE SALES THROUGH E-COMMERCE WHAT MAKES CONSUMERS CLICK ON A LINK? IN WHAT WAYS CAN YOU TARGET DIFFERENT DEMOGRAPHICS? HOW DO YOU MAKE THE WEB WORK FOR YOU? THE TOOLS IN THIS BOOK WILL GIVE YOU ANSWERS TO HELP DEVELOP A COMPELLING, INFLUENTIAL, AND PROFITABLE ONLINE STRATEGY TO CATAPULT YOUR BRAND TO THE NEXT LEVEL. ALLWORTH PRESS, AN IMPRINT OF SKYHORSE PUBLISHING, PUBLISHES A BROAD RANGE OF BOOKS ON THE VISUAL AND PERFORMING ARTS, WITH EMPHASIS ON THE BUSINESS OF ART. OUR TITLES COVER SUBJECTS SUCH AS GRAPHIC DESIGN, THEATER, BRANDING, FINE ART, PHOTOGRAPHY, INTERIOR DESIGN, WRITING, ACTING, FILM, HOW TO START CAREERS, BUSINESS AND LEGAL FORMS, BUSINESS PRACTICES, AND MORE. WHILE WE DON'T ASPIRE TO PUBLISH A NEW YORK TIMES BESTSELLER OR A NATIONAL BESTSELLER, WE ARE DEEPLY COMMITTED TO QUALITY BOOKS THAT HELP CREATIVE PROFESSIONALS SUCCEED AND THRIVE. WE OFTEN PUBLISH IN AREAS OVERLOOKED BY OTHER PUBLISHERS AND WELCOME THE AUTHOR WHOSE EXPERTISE CAN HELP OUR AUDIENCE OF READERS.

WALLY OLINS - WALLY OLINS 2008

HERE, WALLY OLINS SETS OUT THE GROUND RULES FOR BRANDING SUCCESS IN THE 21ST CENTURY, EXPLAINING WHY UNDERSTANDING THE LINKS BETWEEN BUSINESS, BRAND AND CONSUMER HAS NEVER BEEN MORE VITAL FOR COMMERCIAL SUCCESS, AND REFLECTING THE RECENT ENORMOUS CHANGES IN THE BRANDING WORLD. IT WILL BE AN ESSENTIAL PURCHASE FOR EVERYONE IN ADVERTISING, MARKETING AND BUSINESS WHO NEEDS TO UNDERSTAND WHY THE MOST SUCCESSFUL BRANDS IN THE WORLD TRIUMPH BY MAKING INSIDERS BELIEVE IN THEM AND CONSUMERS BUY INTO THEM.

BRAND IDENTITY ESSENTIALS, REVISED AND EXPANDED - KEVIN BUDELMANN 2019-04-16

BRAND IDENTITY ESSENTIALS, REVISED AND EXPANDED OUTLINES AND DEMONSTRATES BASIC LOGO AND BRANDING DESIGN GUIDELINES AND RULES THROUGH 100 PRINCIPLES. THESE INCLUDE THE ELEMENTS OF A SUCCESSFUL GRAPHIC IDENTITY, IDENTITY PROGRAMS AND BRAND IDENTITY, AND ALL THE VARIOUS STRATEGIES AND ELEMENTS INVOLVED. A COMPANY'S IDENTITY ENCOMPASSES FAR MORE THAN JUST ITS LOGO. IDENTITY IS CRUCIAL TO ESTABLISHING THE PUBLIC'S PERCEPTION OF A COMPANY, ITS PRODUCTS, AND ITS EFFECTIVENESS—AND IT'S THE DESIGNER'S JOB TO ENVISION THE BRAND AND CREATE WHAT THE PUBLIC SEES. BRAND IDENTITY ESSENTIALS, A CLASSIC DESIGN REFERENCE NOW UPDATED AND EXPANDED, LAYS A FOUNDATION FOR BRAND BUILDING, ILLUSTRATING THE CONSTRUCTION OF STRONG BRANDS THROUGH EXAMPLES OF WORLD-CLASS DESIGN. TOPICS INCLUDE: A SENSE OF PLACE, CULTURAL SYMBOLS, LOGOS AS STORYTELLERS, WHAT IS "ON BRAND?", BRAND PSYCHOLOGY, BUILDING AN ONLINE IDENTITY, MANAGING MULTIPLE BRANDS, OWNING AN AESTHETIC, LOGO LIFECYCLES, PROGRAMS THAT STAND OUT, PROMISING SOMETHING, AND HONESTY IS SUSTAINABLE THE NEW, REVISED EDITION EXPANDS EACH OF THE CATEGORIES, DESCRIPTIONS, AND SELECTIONS OF IMAGES, AND INCORPORATES EMERGENT THEMES IN DIGITAL DESIGN AND DELIVERY THAT HAVE DEVELOPED SINCE THE BOOK FIRST APPEARED. BRAND IDENTITY ESSENTIALS IS A MUST-HAVE REFERENCE FOR BUDDING DESIGN PROFESSIONALS AND ESTABLISHED DESIGNERS ALIKE.

AAKER ON BRANDING - DAVID AAKER 2014-07-15

AN EXPERT PRESENTS IN A COMPACT FORM THE 20 ESSENTIAL PRINCIPLES OF BRANDING THAT WILL LEAD TO THE CREATION OF STRONG BRANDS.

WORK FOR MONEY, DESIGN FOR LOVE - DAVID AIREY 2012-10-26

UNLIKE OTHER DRY BUSINESS BOOKS, THIS REFRESHING, STRAIGHTFORWARD GUIDE FROM LOGO DESIGN LOVE AUTHOR AND INTERNATIONAL DESIGNER DAVID AIREY ANSWERS THE QUESTIONS ALL DESIGNERS HAVE WHEN FIRST STARTING OUT ON THEIR OWN. IN FACT, THE BOOK

WAS INSPIRED BY THE MANY QUESTIONS DAVID RECEIVES EVERY DAY FROM THE MORE THAN 600,000 DESIGNERS WHO VISIT HIS THREE BLOGS (LOGO DESIGN LOVE, IDENTITY DESIGNED, AND DAVIDAIREY.COM) EACH MONTH. HOW DO I FIND NEW CLIENTS? HOW MUCH SHOULD I CHARGE FOR MY DESIGN WORK? WHEN SHOULD I SAY NO TO A CLIENT? HOW DO I HANDLE DIFFICULT CLIENTS? WHAT SHOULD I BE SURE TO INCLUDE IN MY CONTRACTS? DAVID'S READERS—A PASSIONATE AND VOCAL GROUP—REGULARLY ASK HIM THESE QUESTIONS AND MANY MORE ON HOW TO LAUNCH AND RUN THEIR OWN DESIGN CAREERS. WITH THIS BOOK, DAVID FINALLY ANSWERS THEIR PRESSING QUESTIONS WITH ANECDOTES, CASE STUDIES, AND SOUND ADVICE GARNERED FROM HIS OWN EXPERIENCE AS WELL AS THOSE OF SUCH WELL-KNOWN DESIGNERS AS IVAN CHERMAYEFF, JERRY KUYPER, MAGGIE MACNAB, ERIC KARJALUOTO, AND VON GLITSCHKA. DESIGNERS JUST STARTING OUT ON THEIR OWN WILL FIND THIS BOOK INVALUABLE IN SUCCEEDING IN TODAY'S HYPER-NETWORKED, GLOBAL ECONOMY.

THE HARDWARE STARTUP - RENEE DiRESTA 2015-05-20

THANKS TO THE DECREASING COST OF PROTOTYPING, IT'S MORE FEASIBLE FOR PROFESSIONAL MAKERS AND FIRST-TIME ENTREPRENEURS TO LAUNCH A HARDWARE STARTUP. BUT EXACTLY HOW DO YOU GO ABOUT IT? THIS BOOK PROVIDES THE ROADMAP AND BEST PRACTICES YOU NEED FOR TURNING A PRODUCT IDEA INTO A FULL-FLEDGED BUSINESS. WRITTEN BY THREE EXPERTS FROM THE FIELD, THE HARDWARE STARTUP TAKES YOU FROM IDEA VALIDATION TO LAUNCH, COMPLETE WITH PRACTICAL STRATEGIES FOR FUNDING, MARKET RESEARCH, BRANDING, PROTOTYPING, MANUFACTURING, AND DISTRIBUTION. TWO DOZEN CASE STUDIES OF REAL-WORLD STARTUPS ILLUSTRATE POSSIBLE SUCCESSES AND FAILURES AT EVERY STAGE OF THE PROCESS. VALIDATE YOUR IDEA BY LEARNING THE NEEDS OF POTENTIAL USERS DEVELOP BRANDING, MARKETING, AND SALES STRATEGIES EARLY ON FORM RELATIONSHIPS WITH THE RIGHT INVESTMENT PARTNERS PROTOTYPE EARLY AND OFTEN TO ENSURE YOU'RE ON THE RIGHT PATH UNDERSTAND PROCESSES AND PITFALLS OF MANUFACTURING AT SCALE JUMPSTART YOUR BUSINESS WITH THE HELP OF AN ACCELERATOR LEARN STRATEGIES FOR PRICING, MARKETING, AND DISTRIBUTION BE AWARE OF THE LEGAL ISSUES YOUR NEW COMPANY MAY FACE

DESIGN, FORM, AND CHAOS - PAUL RAND 2017-01-01

PAUL RAND'S STATURE AS ONE OF THE WORLD'S LEADING GRAPHIC DESIGNERS IS INCONTESTABLE. FOR HALF A CENTURY HIS PIONEERING WORK IN THE FIELD OF ADVERTISING DESIGN AND TYPOGRAPHY HAS EXERTED A PROFOUND INFLUENCE ON THE DESIGN PROFESSION; HE ALMOST SINGLE-HANDEDLY TRANSFORMED "COMMERCIAL ART" FROM A PRACTICE THAT CATERED TO THE LOWEST COMMON DENOMINATOR OF TASTE TO ONE THAT COULD ASSERT ITS PLACE AMONG THE OTHER FINE ARTS. AMONG THE NUMEROUS CLIENTS FOR WHOM HE HAS BEEN A CONSULTANT AND/OR DESIGNER ARE THE AMERICAN BROADCASTING COMPANY, IBM CORPORATION, AND WESTINGHOUSE ELECTRIC CORPORATION. IN THIS WITTY AND INSTRUCTIVE BOOK, PAUL RAND SPEAKS ABOUT THE CONTEMPORARY PRACTICE OF GRAPHIC DESIGN, EXPLAINING THE PROCESS AND PASSION THAT FOSTER GOOD DESIGN AND INDICTING FADDISM AND TRENDINESS. ILLUSTRATING HIS IDEAS WITH EXAMPLES OF HIS OWN STUNNING GRAPHIC WORK AS WELL AS WITH THE WORK OF ARTISTS HE ADMIRES, RAND DISCUSSES SUCH TOPICS AS: THE VALUES ON WHICH AESTHETIC JUDGMENTS ARE BASED; THE PART PLAYED BY INTUITION IN GOOD DESIGN; THE PROPER RELATIONSHIP BETWEEN MANAGEMENT AND DESIGNERS; THE PLACE OF MARKET RESEARCH; HOW AND WHEN TO USE COMPUTERS IN THE PRODUCTION OF A DESIGN; CHOOSING A TYPEFACE; PRINCIPLES OF BOOK DESIGN; AND THE THOUGHT PROCESSES THAT LEAD TO A FINAL DESIGN. THE CENTERPIECE OF THE BOOK CONSISTS OF SEVEN DESIGN PORTFOLIOS - WITH DIAGRAMS AND ULTIMATE CHOICES - THAT RAND USED TO PRESENT HIS LOGOS TO CLIENTS SUCH AS NEXT, IDEO, AND IBM.

GRAPHIC DESIGN AS A SECOND LANGUAGE - BOB GILL 2003

THIS PUBLICATION IS PART OF THE HANDSON GRAPHICS SERIES - AN EXCITING AND UNIQUE COLLECTION EXPLORING THE WORK OF RESPECTED AND HIGHLY TALENTED INTERNATIONAL DESIGNERS. THE BOOKS IN THIS SERIES ARE PRIMARILY AIMED AT STUDENTS AND TEACHERS OF DESIGN. HOWEV