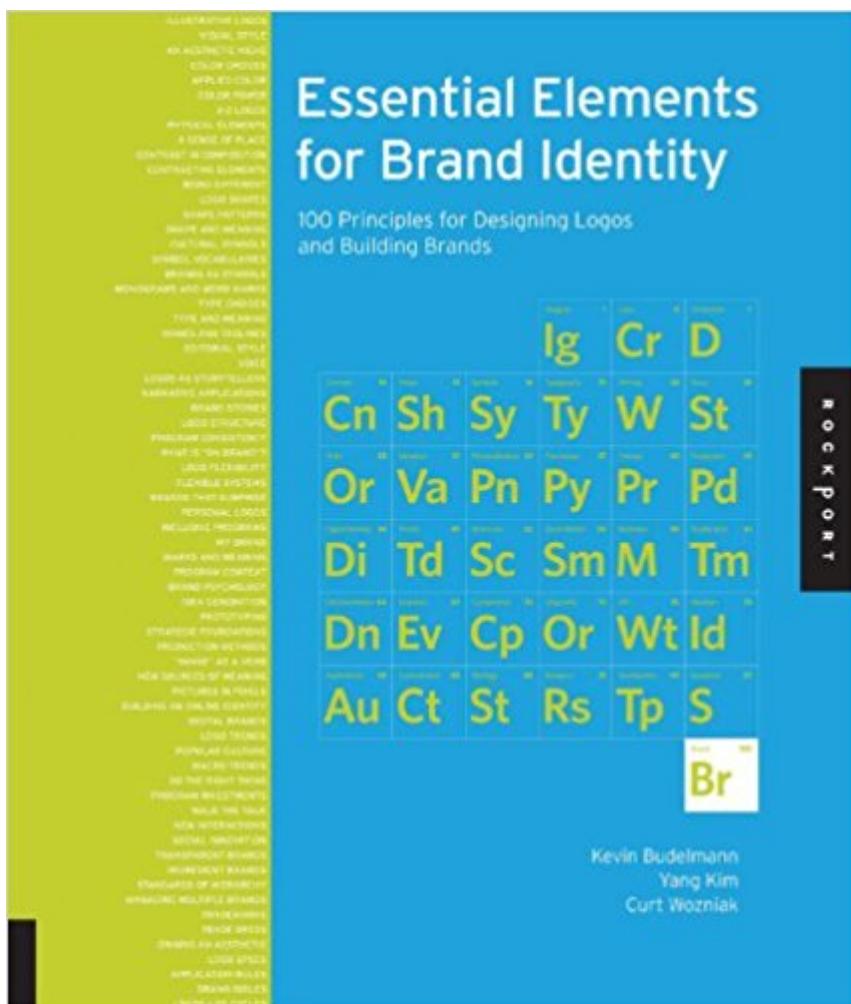


## The book was found

# Essential Elements For Brand Identity: 100 Principles For Designing Logos And Building Brands (Design Essentials)



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## **Synopsis**

Design terms are often used inconsistently - or just as bad, interchangeably. This leads to confusion for designers as well as clients. New in paperback, Essential Elements for Brand Identity lays a foundation for brand building, defining the tools and building blocks, and illustrating the construction of strong brands through examples of world-class design. It is a one-stop reference for connecting visual design elements for logos to branding concepts, and demonstrates core identity design principles through clear organization and a variety of sources and examples. Through a cohesive structure that explores broader concepts in relation to graphic identities, identity programs, and brand identities, Essential Elements for Brand Identity links formal design concerns with business issues. Design students and seasoned brand managers alike will appreciate the pragmatic relevance of its content and be inspired by the representative body of work collected and presented throughout the book.

## **Book Information**

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## **Customer Reviews**

"A model of clarity in a field that rarely has any."Ralph Caplan, legendary design author"Among a sea of brand identity literature, Brand Identity Essentials stands out through its organization, creativity, and practical explanations of design principles. Great for professionals, students, visual junkies, and brand managers."Brandchannel"I've shared Brand Identity Essentials with many at Amway to help them understand the critical role of design in brand-building. It's one of the best books I've seen on creating brand identity: harnessing the power of color, shape, pattern and other design components to create visual symbols for brands."Candace Matthews, CMO, Amway

Design terms are too often used inconsistently, leading to confusion for designers as well as clients. Contrary to common usage, the words "logo," "identity," and "brand" are not interchangeable. Brand Identity EssentialsÂ Â lays a foundation for brand-building, defining the tools and building blocks, and illustrating the construction of strong brands through examples of world-class design. A one-stop reference for connecting visual design elements for logos to branding concepts. Explores S/M/L (small, medium, and large) dynamics of identity design: graphic identities, identity programs, brand identities. Demonstrates core identity design principles through a clear organizational structure and a variety of sources and examples.Â¢â Â Brand Identity Essentials celebrates well-executed brand programs as well as really great marks. --This text refers to the Hardcover edition.

I know there is a newer version of this book (that I haven't seen yet) but I love the way the authors explains in a concrete and professional way all the subjects they consider important to include. I use this book for a logo design class and It really helps envision a greater impact in the brand developing issues.

I am a graphic design student just wrapping up my college career, looking to jump right into the world of brand identity. Brand Identity Essentials is a great book for students like me who need to build a vocabulary of design, going into the working world. This book not only puts into words many of the principles I've learned throughout my college career, but also teaches me new things. The visual examples are stunning and get the concepts across strong and clear for a visual thinker like me.

excellent

A bit different than I expected, although very useful. There's a lot more graphical examples that I was expecting and less text based details. It's great still, I've started using it and know I will get a whole lot of benefit from it. It's worth the money. Great buy for a designer or someone just wanting to learn more about branding consistency across social, web, and the overall company branding structure.

I would recommend this book to anyone starting in the field that need a more micro point of view on things, but would not limit myself only to this one. This is perfect when it comes to combining theory

and practice (a lot of examples are presented). Every notion is explained in a matter the get a grasp on every step of the branding process.

For the aspiring designer, this book provides a great foundation on brand identity and basic branding. It covers a variety of areas, including imagery, typography, color and symbols. Using this book as a starting point, designers can learn how to successfully use these principles (or even bend them) in order to create compelling brands that stand the test of time. I definitely recommend this book.

I really wanted to like this book, and thought it may add something to the book I had read previously (Designing Brand Identity), but it really just fell short. If you want a book on branding, read this one: *Designing Brand Identity: An Essential Guide for the Whole Branding Team*

SO beautifully laid-out, easy to digest, and very informative. I am a graphic designer and see this as a valuable reference for those interested in Branding.

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