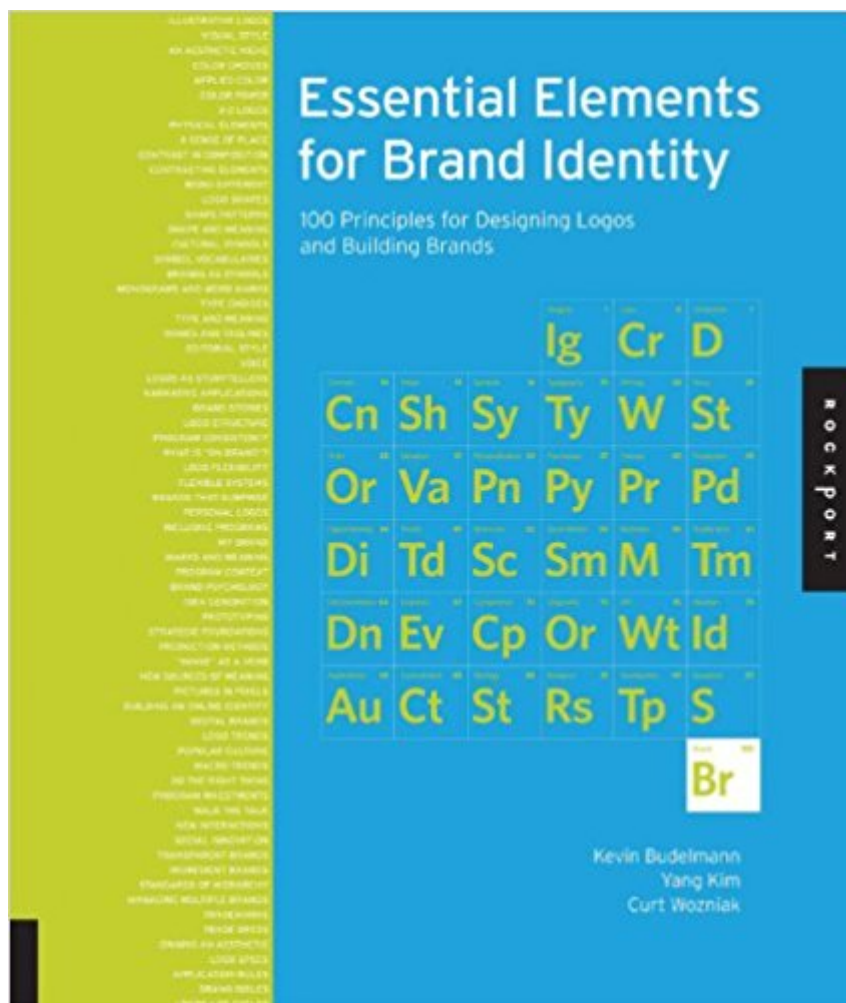


The book was found

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



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

Series: Design Essentials

Paperback: 208 pages

Publisher: Rockport Publishers (April 1, 2013)

Language: English

ISBN-10: 1592537936

ISBN-13: 978-1592537938

Product Dimensions: 8.6 x 0.6 x 10 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 4.3 out of 5 stars 17 customer reviews

Best Sellers Rank: #633,933 in Books (See Top 100 in Books) #94 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design

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 Essentials ã ã 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. ã ã ã ã 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: ã ã 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.

[Download to continue reading...](#)

Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development Designing B2B Brands: Lessons from Deloitte and 195,000 Brand Managers Design DNA - Logos: 300+ International Logos Deconstructed Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition Designing Brand Identity: An Essential Guide for the Whole Branding Team Hit Brands: How Music Builds Value for the World's Smartest Brands Before the Brand: Creating the Unique DNA of an Enduring Brand Identity Layout Essentials: 100 Design Principles for Using Grids (Design Essentials) Typography Essentials: 100 Design Principles for Working with Type (Design Essentials) Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials

Reference Card Strategic Brand Management: Building, Measuring, and Managing Brand Equity,
4th Edition Brand Warfare: 10 Rules for Building the Killer Brand The Physics of Brand: Understand
the Forces Behind Brands That Matter

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)