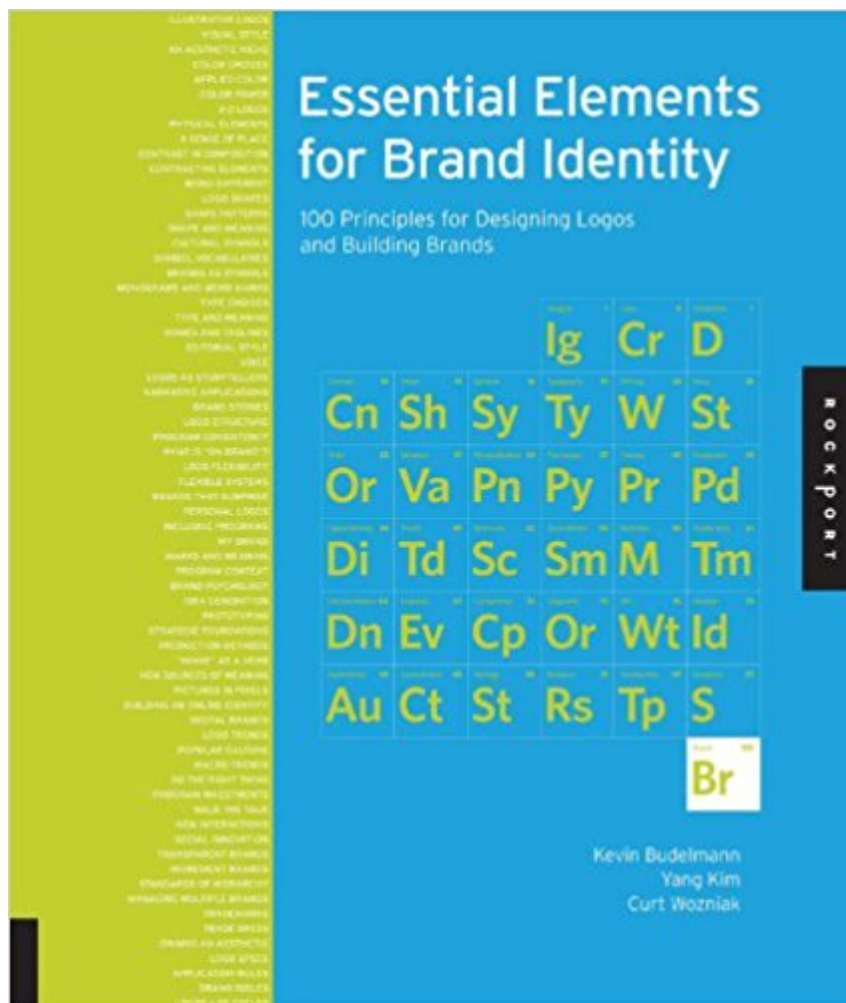# Essential Elements For Brand Identity: 100 Principles For Designing Logos And Building Brands (Design Essentials)

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

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Customer Reviews

I expected this book to teach me something, but I am disappointed. There's not much substance in this book. On every page they have listed a title, one or two paragraphs stating the obvious and some pretty pictures. The descriptions go something like this: "Color. Color is a very important element in creating a brand identity. You should select the color carefully. Here are some logos in various colors." There's not enough actionable advice. Don't believe me? Use the "look inside" feature of , actually read a page and ask yourself what will you do differently based on what's written there.I'm giving it two stars instead of one star because there are a lot of pretty pictures and I like

pictures. The pictures on each page are mostly random though. You could switch those examples between pages and nobody would notice since the authors don't go into any depth explaining the pictures shown on a page.

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.

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 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

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.

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.

There are dozens of How-they-did-it--Books containing nice collections of logos or business-cards

or letterheads. This book with its 100 stepping-stones is a useful reference which will remain within reach on my bookshelf for a longtime.

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.

Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands LOIS Logos: How to Brand with Big Idea Logos How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition Designing Brand Identity: An Essential Guide for the Whole Branding Team Designing B2B Brands: Lessons from Deloitte and 195,000 Brand Managers Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) Premier League Club Logos: Coloring book on the premier league club logos with information on each team. Great for kids and adults and makes an ideal gift. How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century Designing Logos: The Process of Creating Symbols That Endure Lord of the Logos: Designing the Metal Underground

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