Designing Brand Identity
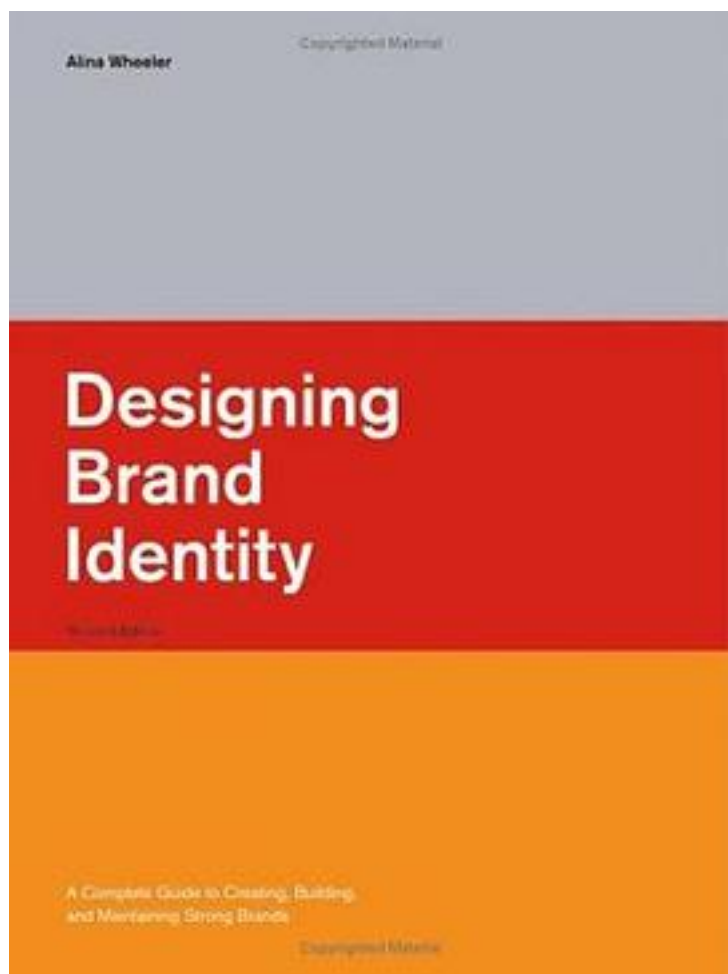
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This is a revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand. From research and analysis through brand strategy,

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. This title features more than 30 all-new case studies showing best practices and world-class. It is updated to include more than 35 percent new material. It offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity.

作者介绍:

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标签

设计

平面设计

VI

Branding

logo

美国

design

想读

评论

非常好的工具书。。。

工具书

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tooooooo repetitive

很有用，但布局设计的有些碎。

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书评

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