

1. Record Nr.	UNINA9910461263103321
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Titolo	Brand identity essentials [[electronic resource]] : 100 principles for designing logos and building brands / / Kevin Budelmann, Yang Kim, Curt Wozniak
Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, c2010
ISBN	1-61058-068-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (209 p.)
Altri autori (Persone)	KimYang <1968-> WozniakCurt
Disciplina	741.6
Soggetti	Logos (Symbols) - Design Industrial design coordination Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Imagery -- Color -- Dimension -- Contrast -- Shape -- Symbols -- Typography -- Writing -- Story -- Order -- Variation -- Personalization -- Psychology -- Process -- Production -- Digital identity -- Trends -- Shortcuts -- Social media -- Multiples -- Intellectual property -- Documentation -- Evolution -- Competition -- Originality -- Wit-- Idealism -- Authenticity -- Commitment -- Strategy -- Research -- Touchpoints -- Inspiration -- Simplicity.
Sommario/riassunto	This title 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.