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	Nota di contenuto	Visual Identity Design and Communication Design -- Mapping out the narrative dimensions of visual identities: a typological classification -- Principles for the Design of Brand Marks -- Dynamic Visual Identities: fundamental principles for their construction -- Redesigning the Visual Identity of Non-profit Organizations: The Case Study of Escola Oficina -- Certification of vegan and vegetarian products: V-label's redesign -- A Product and Mobile Application based Residential Cooling System with Zero Emission -- Communication Design and Brand Advertising -- "So that Kyoto will always remain Kyoto": Reflections on the Impact of Outdoor Advertising Policies in Kyoto city -- What do #Storytelling and #Marketing have in common? A comprehensive literature review from the Web of Science -- Applying Eye Tracking Technique to Evaluate Poster Design: A Study on World Peace Poster -- Section 3 – Brand Image and user experience -- Between the Image and the Experience of the City: "Learning from Las Vegas" and "New Babylon" as Paradigmatic Cases -- Destination image through TripAdvisor´s reviews analysis.
	Sommario/riassunto	This book gathers new empirical findings fostering advances in the

areas of communication design and branding, with a special emphasis of interdisciplinary approaches showing how to combine knowledge in those fields to improve businesses in a digital, global world. Gathering original, peer-reviewed contributions written by designers, computer scientists, marketer and product managers, this book provides both the communication and branding communities with a timely snapshot of current strategies and best-practices to improve different kinds of business through design. By highlighting current challenges, it is also intended to inspire and foster collaboration between different groups, in both university and industry. .