

Synopsis

This book is the fourth book in the Essential series following Layout Essentials, Typography Essentials, and Packaging Essentials. It 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.

Book Information

File Size: 16013 KB

Print Length: 208 pages

Publisher: Rockport Publishers; 1st edition (October 1, 2010)

Publication Date: October 1, 2010

Language: English

ASIN: B004H3W3Z6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #735,398 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #168

inÂ Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #578

inÂ Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design > Commercial #6860

inÂ Books > Arts & Photography > Decorative Arts & Design

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 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

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.

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.

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