



Designing Brands: Market Success Through Graphic Distinction

Emily Schrubbe-Potts

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Designing Brands is the first book to go inside the creative process behind graphic branding. A compelling graphic brand identity is almost the only way to generate success in today's competitive world market.

The seventeen graphic branding projects featured in this book illustrate the innovative graphic design concepts taking products and services to the top of the marketplace and consumer consciousness. The design profiles range from small companies to large, multi-million dollar corporations and show a wide range and variety of graphic projects illustrating the nuts and bolts of the design process and a behind-the-scenes look at the projects from concept to completion. Each profile illustrates the creative process behind the project, including the client/designer relationship, design inspiration and research, project planning and technical process, and final implementation.

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