

The book was found

# Illustrative Branding



## Synopsis

A successful visual brand identity is more than a logo and a dynamic palette. While a minimalistic approach ensures a straightforward brand image, the new generation of designers sees greater potential in creating brand identities with original paintings, handmade drawings and collage art. This fresh direction is forging strong and endearing brands, and is especially effective in today's overcrowded market. Illustrative Branding investigates close to 100 firms both large and small from around the world to look at how designers capitalize on the power of illustration to portray memorable brand stories. Specific case studies highlight sizeable brand campaigns that cover everything from corporate stationary to environmental settings.

## Book Information

Hardcover: 256 pages

Publisher: Victionary (January 12, 2015)

Language: English

ISBN-10: 9881222850

ISBN-13: 978-9881222855

Product Dimensions: 10.6 x 8 x 1.1 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #236,674 in Books (See Top 100 in Books) #30 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Branding & Logo Design](#) #1104 in [Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference](#)

## Customer Reviews

This book was extremely helpful to me is help me to improve the experience of my portfolio

[Download to continue reading...](#)

Illustrative Branding Ethics in Plain English: An Illustrative Casebook for Psychologists ( Second Edition ) Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) Branding: Distilled Iron Fists: Branding the 20th Century Totalitarian State Start Me Up!: New Branding for Businesses Motion Graphics in Branding Delicious Branding: Brand Identity Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else Archetypes in Branding: A Toolkit for Creatives and Strategists Primal Branding: Create Zealots for Your Brand,

Your Company, and Your Future The 22 Immutable Laws of Branding SharePoint 2013 Branding and User Interface Design Atomic Marbles and Branding Irons: Museums, Collections, and Curiosities in Washington and Oregon Fashion Branding Unraveled How to Start a Band: An Essential Guide to Starting a Band, Branding Your Style, Landing Gigs, and Attracting Fans - ( How to Make a Band | How to Form a Band | How to Manage a Band ) Packaging Design: Successful Product Branding From Concept to Shelf Twitter: Master Twitter Marketing - Twitter Advertising, Small Business & Branding (Twitter, Social Media, Small Business) The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand Introduction to Sourcing, Importing & Private Label Branding Products From China For .com Sellers: Building a branded product foundation for your ... to Sourcing From China Book 1)

[Dmca](#)