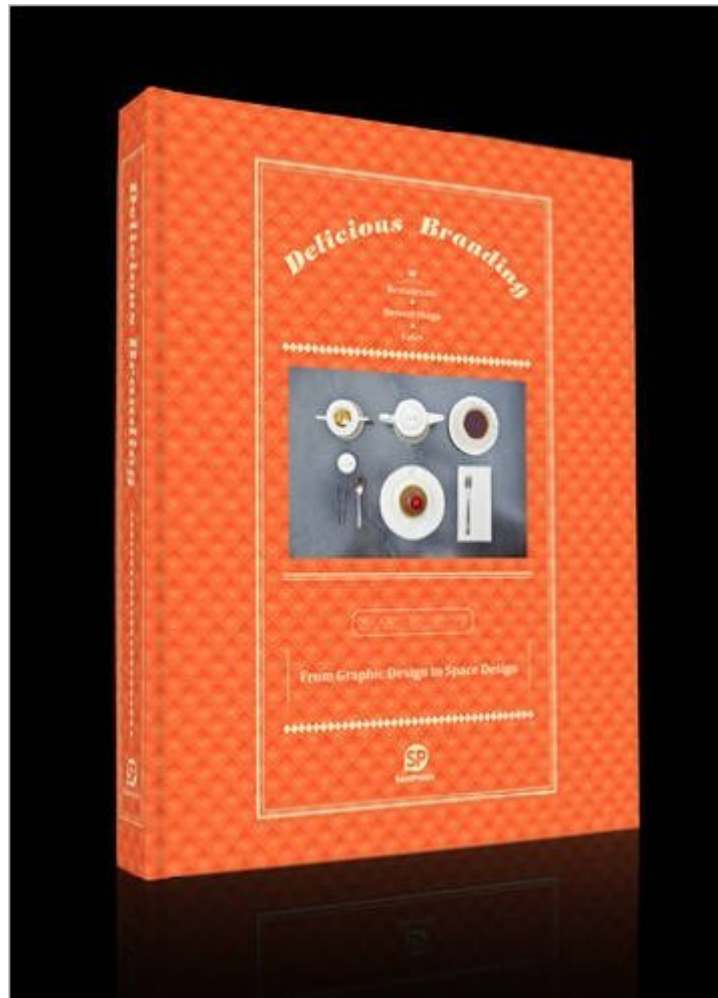


The book was found

Delicious Branding: Brand Identity



Synopsis

Examining 100 case studies from across the globe, Delicious Branding presents signature designs for some of the most unique and best executed identities for bars, cafes, and restaurants. Hand selected for cohesive vision, each brand is presented for maximum appeal. Signage and packaging, menu design and interiors all exude deliberation as the designer's intent of realizing a comprehensive design concept is met. Following culinary as well as design trends adds extra relevance to the eateries selected, as specialty dessert shops rub shoulders with modern day butchers through the excellence of their brand identities. Whether proponents of fair trade, local, or simply good food, entrepreneurs will find much here to inspire.

Book Information

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