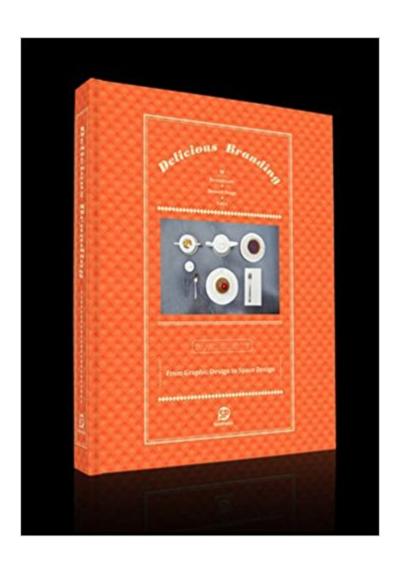
The book was found

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

Hardcover: 304 pages

Publisher: Sendpoints (November 1, 2013)

Language: English

ISBN-10: 9881683440

ISBN-13: 978-9881683441

Product Dimensions: 1.2 x 8.8 x 11.2 inches

Shipping Weight: 3 pounds

Average Customer Review: Be the first to review this item

Best Sellers Rank: #978,993 in Books (See Top 100 in Books) #138 in Books > Arts &

Photography > Graphic Design > Commercial > Branding & Logo Design

Download to continue reading...

Delicious Branding: Brand Identity How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition Designing Brand Identity: An Essential Guide for the Whole Branding Team How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials) Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time Brand/Story: Cases and Explorations in Fashion Branding CORPORATE IDENTITY 4 (Graphis Corporate Identity) (v. 4) Creating a Brand Identity: A Guide for Designers Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands

<u>Dmca</u>