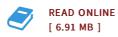




Beyond the LOGO (Hardback)

By Emma Jane Carter

Beyond Creative Thinking, United States, 2013. Hardback. Condition: New. Language: N/A. Brand New Book ***** Print on Demand *****. Welcome to the era of the Total Brand Experience! Awardwinning designer and agency founder, Emma Carter, gives her expert insight into how to create a brand that goes beyond a simple logo, to make your organisation an unstoppable success. A brand doesn t start and stop with a logo. A brand encapsulates the entire personality of an organisation and communicates it to the outside world: your promise, visual identity, tone of voice, ethics and standards. In so many ways, the brand IS the business. In BEYOND THE LOGO, Emma shares the principles and techniques that she so successfully puts into practice for clients such as Jack Wills, Platinum Property Partners, Ted Baker and IconicShift, across multiple sectors, including retail, finance, technology, property and franchising. Far from being an academic text book, BEYOND THE LOGO is a practical plan of action for business owners and managers. Whether you re refreshing an existing identity or creating a completely new brand from scratch, this book guides you expertly through designing, deploying and promoting a brand that will take your business to new heights. - I...



Reviews

The best ebook i possibly read. I have go through and i also am sure that i am going to planning to read once again again later on. Its been printed in an extremely simple way which is simply after i finished reading through this ebook by which basically changed me, alter the way i really believe.

-- Telly Hessel

Absolutely essential go through ebook. It is actually rally intriguing through looking at time. I realized this ebook from my i and dad advised this publication to understand.

-- Prof. Demetris Rau III