



Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials)

Kevin Budelmann, Yang Kim, Curt Wozniak

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Design terms are often used inconsistently - or just as bad, interchangeably. This leads to confusion for designers as well as clients. New in paperback, *Essential Elements for Brand Identity* lays a foundation for brand building, defining the tools and building blocks, and illustrating the construction of strong brands through examples of world-class design. It is a one-stop reference for connecting visual design elements for logos to branding concepts, and demonstrates core identity design principles through clear organization and a variety of sources and examples.

Through a cohesive structure that explores broader concepts in relation to graphic identities, identity programs, and brand identities, *Essential Elements for Brand Identity* links formal design concerns with business issues. Design students and seasoned brand managers alike will appreciate the pragmatic relevance of its content and be inspired by the representative body of work collected and presented throughout the book.

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