



Branding: In Five and a Half Steps: The Definitive Guide to Creating Brand Identity in Five and a Half Steps

By Michael Johnson

Thames Hudson Ltd, United Kingdom, 2016. Hardback. Condition: New. Language: English . Brand New Book. Michael Johnson is one of the world's leading graphic designers and brand consultants. His studio, Johnson Banks, is responsible for the rebranding of many notable clients, including Virgin Atlantic, Think London, BFI, Christian Aid, and MORE THAN, and he has garnered a plethora of awards in the process. In *Branding*, Johnson strips everyday brands down to their basic components, with case studies that enable us to understand why we select one product or service over another and allow us to comprehend how seemingly subtle influences can affect key life decisions. The first part of the book shows how the birth of a brand begins not with finding a solution but rather with identifying the correct question--the missing gap in the market--to which an answer is needed. Johnson proceeds to unveil hidden elements involved in creating a successful brand--from the strapline that gives the brand a narrative and a purpose to clever uses of typography that unite design and language. With more than 1,000 vibrant illustrations showcasing the world's most successful corporate identities, as well as generic templates enabling you to create your own...



[READ ONLINE](#)
[7.02 MB]

Reviews

The most effective publication i at any time read. We have study and i am sure that i will likely to read yet again once again in the foreseeable future. You will not truly feel monotony at anytime of your time (that's what catalogs are for about in the event you request me).

-- **Mr. Rafael Hoeger**

It becomes an amazing book which i actually have at any time study. It is actually loaded with wisdom and knowledge You wont sense monotony at at any time of your respective time (that's what catalogs are for regarding should you request me).

-- **Rosina Schowalter V**

See Also



[Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large](#)

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



[Five and a Half-Term Adventure](#)

Hachette Children's Group. Paperback. Book Condition: new. BRAND NEW, Five and a Half-Term Adventure, Enid Blyton, Jamie Littler, George's dog Timmy sniffs out an adventure when he spots some suspicious-looking passengers on a train. He is very interested in one of them,...



[Oxford Reading Tree Read with Biff, Chip and Kipper: Phonics: Level 2: A Yak at the Picnic \(Hardback\)](#)

Oxford University Press, United Kingdom, 2014. Hardback. Book Condition: New. Mr. Nick Schon (illustrator). 177 x 148 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK's best-selling home reading series. It is based on...



[Why We Hate Us: American Discontent in the New Millennium](#)

Random House USA Inc, United States, 2009. Paperback. Book Condition: New. 198 x 130 mm. Language: English . Brand New Book. Americans are as safe, well fed, securely sheltered, long-lived, free, and healthy as any human beings who have ever lived on...



[RCadvisor's Modify: Design and Build From Scratch Your Own Modern Flying Model Airplane In One Day for Just](#)

Rcadvisor.com, United States, 2009. Paperback. Book Condition: New. 238 x 166 mm. Language: English . Brand New Book ***** Print on Demand *****. Experience firsthand the joys of building and flying your very own model airplane design. Put into practice the lessons from...



[Homeschool Your Child for Free: More Than 1,400 Smart, Effective, and Practical Resources for Educating Your Family at Home](#)

Random House USA Inc, United States, 2009. Paperback. Book Condition: New. 2nd. 229 x 185 mm. Language: English . Brand New Book. Provide a solid education at home without breaking the bank. Introduced in 2000, Homeschool Your Child for Free gave countless...