



Branding: From Brief to Finished Solution (Digital Lab Print & Electronic Design)

Mono Design, Charlotte Rivers, Clare Dowdy

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As consumers and designers are aware, branding is the key to effective marketing and can make or break companies and products. This exciting third title in the Digital-Lab series examines the world's most innovative branding projects, both big budget and small. Interviews with celebrated designers combine with enlightening feedback from their clients, to provide the reader with a new insight into the entire digital branding process from outline brief to finished design. Highly illustrated, designers featured include branding leaders such as Wolff Olins and Design Bridge. This modern look at branding will be an invaluable resource for everyone involved in design for the fast-moving marketplace.

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