

# The book was found

# Brand Bible: The Complete Guide To Building, Designing, And Sustaining Brands





## **Synopsis**

Brand Bible is a comprehensive resource on brand design fundamentals. It looks at the influences of modern design going back through time, delivering a short anatomical overview and examines brand treatments and movements in design. You'll learn the steps necessary to develop a successful brand system from defining the brand attributes and assessing the competition, to working with materials and vendors, and all the steps in between. The author, who is the president of the design group at Sterling Brands, has overseen the design/redesign of major brands including Pepsi, Burger King, Tropicana, Kleenex, and many more.

## **Book Information**

Paperback: 312 pages

Publisher: Rockport Publishers (February 1, 2012)

Language: English

ISBN-10: 159253726X

ISBN-13: 978-1592537266

Product Dimensions: 9.4 x 0.8 x 9.5 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #152,958 in Books (See Top 100 in Books) #30 in Books > Arts &

Photography > Graphic Design > Commercial > Branding & Logo Design #1337 in Books >

Business & Money > Marketing & Sales > Marketing

### Customer Reviews

"A collaboration between the students and faculty of School of Visual Arts (SVA) in New York City, this book, edited by Millman (chair, masters in branding program, SVA; Brand Thinking and Other Noble Pursuits), investigates, first, how brands and branding became such an integral and ubiquitous aspect of advertising and, second, how brands are crafted. Early chapters trace the origins of commercial art, trademarks, and conspicuous consumption in Europe. Later chapters outline how branding has developed as an extension of the U.S. marketing industry. There is discussion of Ivory Soap, Band-Aids, Lacoste sportswear, MTV, Google, and Oprah, among many brands. The particular challenges of establishing a completely new product or service are also addressed. The final chapters are made up of brief interviews with brand consultants or managers about design. VERDICT: A well-researched and accessible how-to and history. Besides attracting marketers and entrepreneurs, the bookâ TMs 300 illustrations (many ads and product images) will

also appeal to commercial artists and graphic designers." - Library Journal

In addition to serving as the president of the design group at Sterling Brands, Debbie Millman is the chair of the Masters Program in Branding at the School of Visual Arts, she is the current national president of the AIGA, and she hosts â ceDesign Matters with Debbie Millman,â • on designobserver.com, a weekly radio show about design.

Not really a "guide to building, designing, and sustaining brands", but more of a richly illustrated history of a large number of well-known brands. The illustrations are great: you get to see the entire evolution of Band-Aid packaging, or Morton salt, or Coke, and there's an interesting and well-told story behind each. But it's hard to call the book a guide or a bible. There are not that many "dos" and even fewer "don'ts". It would be valuable to show branding efforts that didn't succeed, such as the Tropicana redesign fiasco, or the attempted rebranding of Gap a few years ago, or any other similar failures you don't usually hear about. The book does nothing of the sort, and overall is a big showcase of the survival bias. But as an illustrated history of famous brands, the book is really great.

I will use this as a guide and inspiration. I loved the layout and the thought behind it. Debbie Millman is a wonderful source of information.

#### Completely fascinating.

This book is so extensive and detailed with the historical and artistic aspect of all things branding. I couldn't be happier with the packaging and the purchase. 5 STARZ.

#### Download to continue reading...

Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Designing B2B Brands: Lessons from Deloitte and 195,000 Brand Managers How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic

Design/Interactive Media) Hit Brands: How Music Builds Value for the World's Smartest Brands The Bible: The Complete Guide to Reading the Bible, Bible Study, and Scriptures (bible, religion, spirituality, holy bible, christian, christian books, understanding the bible) Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Brand Warfare: 10 Rules for Building the Killer Brand The Physics of Brand: Understand the Forces Behind Brands That Matter Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders Building Green, New Edition: A Complete How-To Guide to Alternative Building Methods Earth Plaster \* Straw Bale \* Cordwood \* Cob \* Living Roofs (Building Green: A Complete How-To Guide to Alternative) Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback)) The Global Brand: How to Create and Develop Lasting Brand Value in the World Market If You Really Want to Change the World: A Guide to Creating, Building, and Sustaining Breakthrough Ventures Create Demand for Your Brand: Brand From The INSIDE out

Contact Us

DMCA

Privacy

FAQ & Help