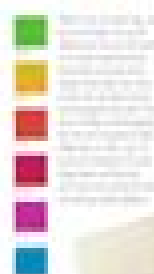


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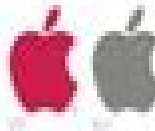
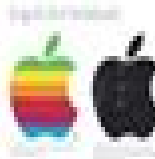
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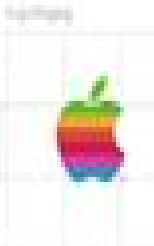
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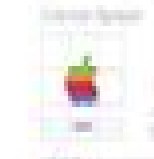
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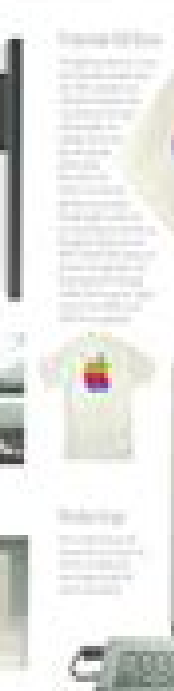
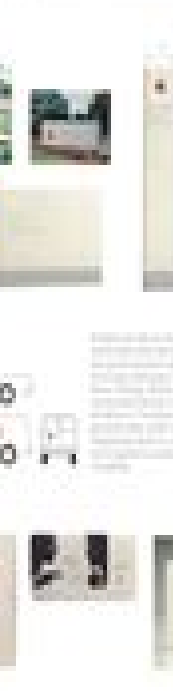
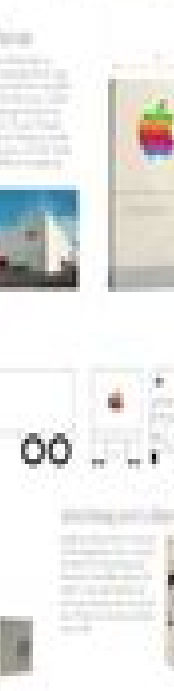
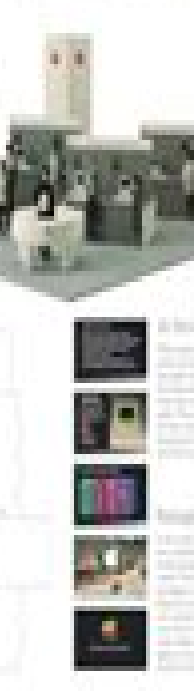
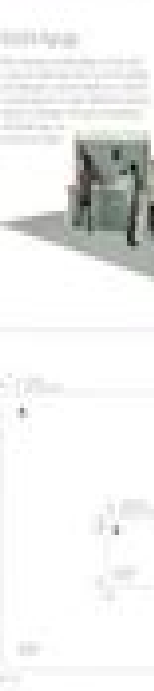
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Apple Corporate Identity Guidelines

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Creating a Brand Identity: A Guide for Designers Catharine Slade-Brooking,2016-01-18 Creating a brand identity is a fascinating and complex challenge for the graphic designer It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour This practical handbook is a comprehensive introduction to this multifaceted process Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity including defining the audience analyzing competitors creating mood boards naming brands designing logos presenting to clients rebranding and launching the new

identity Case studies throughout the book are illustrated with brand identities from around the world including a diverse range of industries digital media fashion advertising product design packaging retail and more Communication Arts

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Research-based Web Design & Usability Guidelines ,2006 The guidelines were originally designed to help NCI staff improve the presentation of cancer related information to cancer researchers and the public though they are applicable to anyone who designs and manages information web sites **Decoding Coca-Cola** Robert Crawford,Linda Brennan,Susie Khamis,2020-12-07 This collection of essays delves into the Coke brand to identify and decode its DNA Unlike other accounts these essays adopt a global approach to understand this global brand Bringing together an international and interdisciplinary team of scholars Decoding Coca Cola critically interrogates the Coke brand as well its constituent parts By examining those who have been responsible for creating the images of Coke as well as the audiences that have consumed them these essays offer a unique and revealing insight into the Coke brand and asks whether Coca Cola is always has the same meaning Looking into the core meaning values and emotions underpinning the Coca Cola brand it provides a unique insight into how global brands are created and positioned This critical examination of one of the world s most recognisable brands will be an essential resource for scholars researching and teaching in the fields of marketing advertising and communication Its unique interdisciplinary approach also makes it accessible to scholars working in other humanities fields including history media studies communication studies and cultural studies **Trust and Brand Management** Hanna

Górska-Warsewicz,2024-12-23 Trust and Brand Management covers the main topics of heritage based corporate brand management and its relationship to external factors and performance The benefits for readers of this book lie in several aspects knowledge of corporate brand management brand heritage and related concepts theoretical and practical foundations of brand management and brand heritage and empirically supported research on the relationship among brand heritage brand management practices antecedents and outcomes of heritage based corporate brand management This book consists of two parts The first part provides a literature review and theoretical and practical background on brand heritage its antecedents and outcomes brand management approaches and heritage based corporate brand management The second part presents the results of an empirical study as structural equation modeling to establish the relationship among brand

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