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# Illustrative Branding



## Synopsis

A successful visual brand identity is more than a logo and a dynamic palette. While a minimalistic approach ensures a straightforward brand image, the new generation of designers sees greater potential in creating brand identities with original paintings, handmade drawings and collage art. This fresh direction is forging strong and endearing brands, and is especially effective in today's overcrowded market. Illustrative Branding investigates close to 100 firms both large and small from around the world to look at how designers capitalize on the power of illustration to portray memorable brand stories. Specific case studies highlight sizeable brand campaigns that cover everything from corporate stationary to environmental settings.

## Book Information

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