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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.

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Customer Reviews

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.

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.

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.

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