

Designing Brand Identity

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before starting work on a new brand identity, draw up a brand strategy to form a set of values and a proposition upon which the client and you agree.

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about designing the brand identity in retail spaces. without design, the "brand identity" is just a name, sometimes paired with a statement that enumerates the values ...

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graphic design portfolio & blog of jacob cass, a freelance designer in new york specializing in logo, web & brand identity.

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