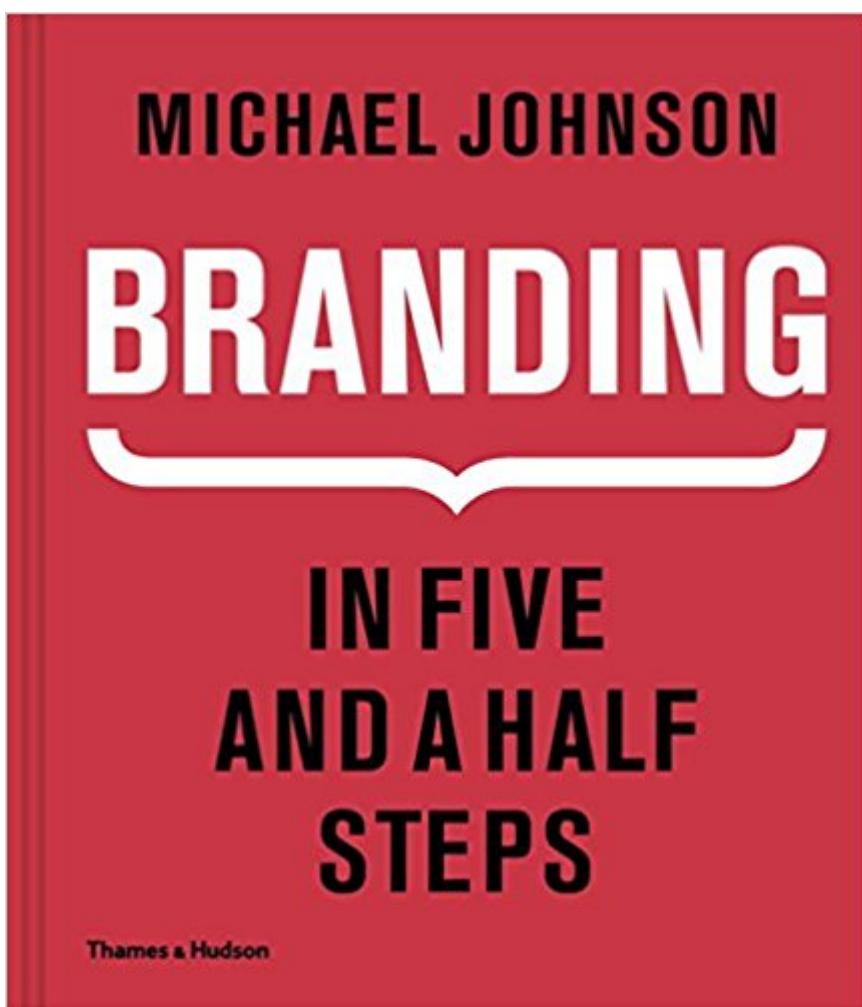


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# Branding: In Five And A Half Steps



## Synopsis

The ultimate step-by-step visual guide to creating a successful brand, using contemporary brand identities as prototypes Michael Johnson is one of the world's leading graphic designers and brand consultants. His studio, johnson banks, is responsible for the rebranding of many notable clients, including Virgin Atlantic, Think London, BFI, Christian Aid, and MORE TH>N, and he has garnered a plethora of awards in the process. In *Branding*, Johnson strips everyday brands down to their basic components, with case studies that enable us to understand why we select one product or service over another and allow us to comprehend how seemingly subtle influences can affect key life decisions. The first part of the book shows how the birth of a brand begins not with finding a solution but rather with identifying the correct question—the missing gap in the market— to which an answer is needed. Johnson proceeds to unveil hidden elements involved in creating a successful brand—from the strapline that gives the brand a narrative and a purpose to clever uses of typography that unite design and language. With more than 1,000 vibrant illustrations showcasing the world's most successful corporate identities, as well as generic templates enabling you to create your own brand or ad with ease, *Branding* explores every step of the development process required to create the simplest and most immediately compelling brands. 1,000+ illustrations in color

## Book Information

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## Customer Reviews

Michael Johnson set up johnson banks in 1992. Since then, he has received dozens of design

awards. He is also the author of *Problem Solved*.

The best reference on branding I've ever seen. It's with accurate and updated information on everything from Supreme to Hillary Clinton's campaign for president this year. Includes concrete steps, thought processes, and workflows for anyone looking to do branding work for clients or themselves. I am especially enjoying the graphs where he positions multiple brands against each other to facilitate discussion on where you might want to position a brand in that same space. This book should find a home on anyone's shelf that's involved in the profession of design. Invaluable and a future classic.

This book is what I was looking for when trying to understand my role as a brand identity designer. Michael goes through current, (very current) examples on what steps are being used by which companies and his references are current in the back of the book too. It's well illustrated and clear to read. I think it would be a good addition to bettering your process as a designer.

This book is exactly what I needed! Inspirational and precise. You'll like it!

Bought this for my designer brother in law for Christmas, he loved it.

Great book if you build brands or are a designer interested in branding

no nonsense look at branding

This is an extraordinary book, beautifully designed and rich with content. It has hundreds of examples that contextualize concepts in real-life work. Color pictures and photographs on thick paper makes this as much a piece of art as a one-stop shop for all things branding. In this way, it walks its own talk and serves as a powerful reminder of how beautiful the union of simplicity and complexity can be.

The biggest achievement of Johnson's book is to put into words the role that design plays in branding projects. He takes it from a mere consequence of strategy and gives it an equal role and acknowledges the fact that it can and should affect strategy just as strategy affects design. Apart from that the book is really clear, with a variety of project tools that avoid jargon and biz talk in favor

of stuff you can use today and will make your projects better.

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