

PERFECT IDEAS

完美创意
—— 聚势爆品设计

Top Hits of Branding Identity

(德) 普莱斯(Press, L.), 王李霞 编

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This book features over **400 outstanding brand identities** from more than **30 countries**, including new brand identity, the repositioning, revitalizing and design of existing brand, brand extension. They came from in-house corporate professionals, design firms, clients, architects, business strategists, advertising agencies, non-profit organizations, and government agencies.



The book examines **logos, imagery, and strategic applications** involved in each branded project. This book is destined to be **a major work of reference** for designers, marketing professionals and anyone working in communications.

is COMINS

* * * Logo * * *

* * * Basic Identity

Applications * * *

* * * Comprehensive

Identity Program * * *

**This book
focuses
on**

Exhibition



Logo Design



Gifts



This book shows us complete branding items, identity system, from logo design, other collateral designs, and how to give clients a solution. This book shows us advertisement, brochure, stationery, website, gifts, and other collateral designs system, from logo design, to its applications in exhibition, advertisement, brochure. This book shows us complete branding items, identity system, from logo design,

Advertisement



Other Collateral Designs



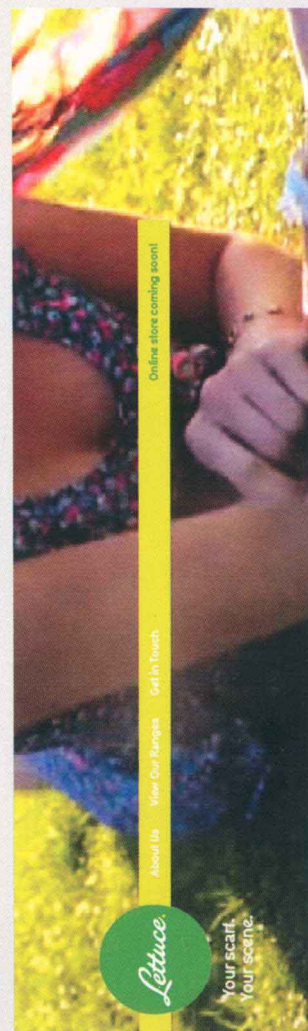
Brochure



Stationery



Website

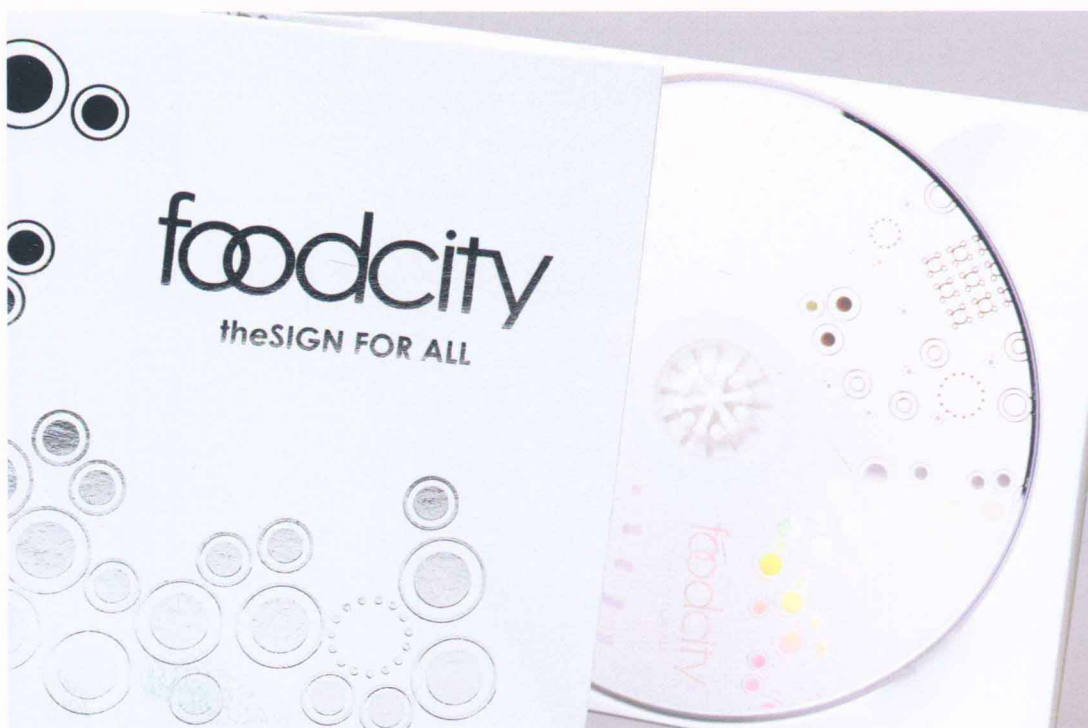
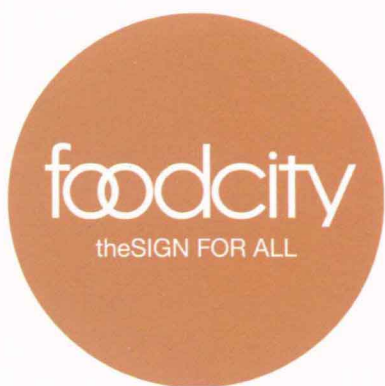
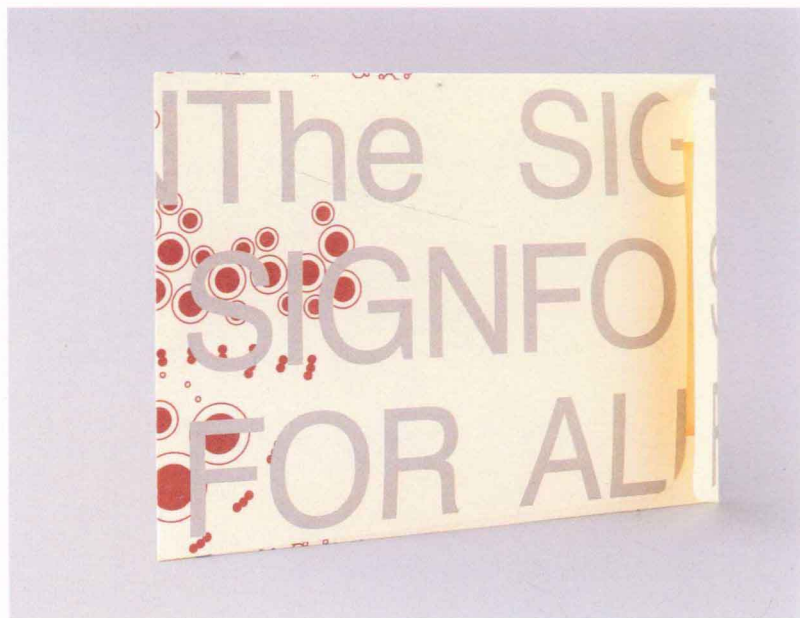


applications in exhibition, advertisement, brochure, stationery, website, gifts, and branding items, identity system, from logo design, to its applications in exhibition, to give clients a solution. This book shows us complete branding items, identity every, website, gifts, and other collateral designs, and how to give clients a solution. applications in exhibition, advertisement, brochure, stationery, website, gifts, and other

Graphic design studio founded by Ryszard Bienert.

PROJECTS LIST

1. Foodcity
2. Nelec Studio Photography
3. Group-Arch
4. Marek Arcimowicz
5. Pro Arte





1. Foodcity

Title
Foodcity
Design
Ryszard Bienert, Slawomir Lukuc
Client
Agapes

Project Details

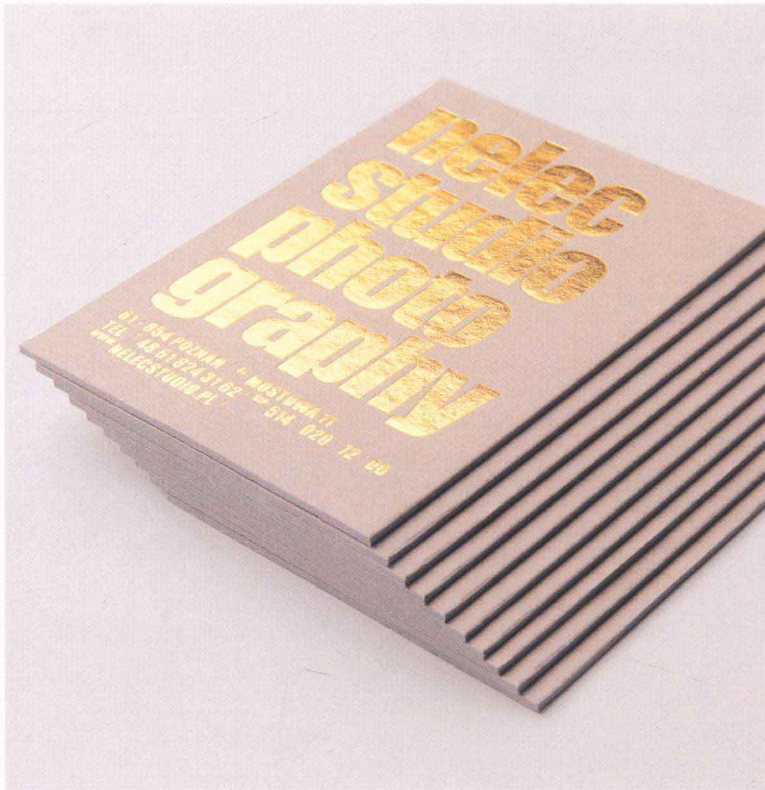
Package CD, envelope, logo Foodcity and poster created as direct mail campaign for Agapes. Those items were designed for Architecture Fair in Cannes. Envelope consists of poster and DVD with digital presentation, which was printed with 2 Metallic Pantones — Silver and Gold.

Client Description

Agapes is commercial gastronomic group in France.



nelec studio photo graphy



2. Nelec Studio Photography

Title

Nelec Studio Photography

Design

Ryszard Bienert

Client

Nelec Studio Photography

Project Details

Business cards series created for Nelec Studio Photography. Strong, bold typography (logo) gets attention of the viewer; it's influenced by strong Polish typography style of 1960's. Strong metallic color of hot stamping foil contrasts with natural cardboard. Different colors were signed to each employee of the studio.

Client Description

Photographic studio. Profile of this studio is commercials and fashion.

