

<<标志再设计>>

图书基本信息

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内容概要

这本《标志再设计(精)》为英文版，由王绍强编著：This is the kind of change Relogo is all about. It celebrates how a first glimpse of an idea, a glimmer in someone's imagination, can spark a powerful flame. It is about true differentiation and the strong identities that make these brands stand out. It is also about embracing new technologies and giving the consumer a better understanding of what is going on around them and what makes the world go round. In these pages, you will find inspiring ways of achieving change and in-depth information about what it means to be fresh and vivid, as well as how to give a brand identity a new set of 'clothes'.

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编辑推荐

《标志再设计》编辑推荐：Re-designing the brand , Pour repenser la marque , Rediseño de la marca , Per ridisegnare il marchio。

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