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The Facts on File Guide to Style

2014-05-14 Martin H. Manser Instructs writers on improving their writing skills.

Designing Brand Identity

2012-10-11 Alina Wheeler A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

NASA Graphics Standards Manual

2015-09 Jesse Reed The NASA Graphics Standards Manual, by Richard Danne and Bruce Blackburn, is a futuristic vision for an agency at the cutting edge of science and exploration. Housed in a special anti-static package, the book features a foreword by Richard Danne, an essay

by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the Managers Guide, a follow-up booklet distributed by NASA.

Creating a Brand Identity: A Guide for Designers

2016-01-18 Catharine Slade-Brooking Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries - digital media, fashion, advertising, product design, packaging, retail and more.

Logo Design Love

2015 David Airey In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

The Chicago Manual of Style

2003 University of Chicago. Press Searchable electronic version of print product with fully hyperlinked cross-references.

Microsoft Manual of Style

2012-01-15 Microsoft Corporation Maximize the impact and precision of your message! Now in its fourth edition, the Microsoft Manual of Style provides essential guidance to content creators, journalists, technical writers, editors, and everyone else who writes about computer technology. Direct from the Editorial Style Board at Microsoft—you get a comprehensive glossary of both general technology terms and those specific to Microsoft; clear, concise usage and style guidelines with helpful examples and alternatives; guidance on grammar, tone, and voice; and best practices for writing content for the web, optimizing for accessibility, and communicating to a worldwide audience. Fully updated and optimized for ease of use, the Microsoft Manual of Style is designed to help you communicate clearly, consistently, and accurately about technical topics—across a range of audiences and media.

Associated Press Stylebook And Libel Manual 2000 Ed

2000-07-05 Norm Goldstein The style of the Associated Press defines clear news writing. In fact, more people write for the AP news service than for any single newspaper or broadcaster in the world. The AP Stylebook is therefore "the journalist's bible," an essential handbook for all writers, editors, students, and public-relations specialists. The AP Stylebook contains over 5,000 entries laying out the AP's rules on grammar, spelling, punctuation, and usage. It gives journalists the references they need to write about the world today: correct names of countries and organizations, language to avoid, common trademarks. Special sections cover business and sports reporting. This edition, published in the Associated Press's 150th year, also includes crucial advice on how writers can guard against libel and copyright infringement. An up-to-date AP Stylebook

belongs on the desk of every working writer.

Brand Identity Essentials

2010-10-01 Kevin Budelmann This book is the fourth book in the Essential series following Layout Essentials, Typography Essentials, and Packaging Essentials. It outlines and demonstrates basic logo and branding design guidelines and rules through 100 principles including the elements of a successful graphic identity, identity programs and brand identity, and all the various strategies and elements involved.

Suggestions to Medical Authors and A.M.A. Style Book

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