

FOREWORD/ INTRO/CASES

Foreword: ULI MAYER-JOHANSEN <i>Brands & Identity</i>	006
Introduction: WALLY OLINS <i>What Branding is All About Today</i>	010
Case 01: METADESIGN <i>The Most Beautiful French Come from New York: Exhibition ID</i>	016
Case 02: SASHA VIDA KOVIC (SVIDESIGN) <i>Big & Small, East & West: How Design Can Improve Brands</i>	026
Case 03: MIKE JOHN OTTO (BLACKBELTMONKEY) <i>The Core Elements of a Design Studio Corporate Identity</i>	034
Case 04: DAVE KINSEY (BLK/MRKT) <i>The Making of Burton Outwear Fall/Winter 2007</i>	042
Case 05: STEFAN SAGMEISTER (SAGMEISTER INC.) <i>Logo Generator for a Music Centre: Interview with Stefan Sagmeister</i>	054
Case 06: MICHEL DE BOER & TOM DORRESTEIJN (STUDIO DUMBAR) <i>The National Chinese TV Competition Identity</i>	064
Case 07: MARTA DI FRANCESCO (MTV EUROPE) <i>Electro Folk: MTV's New Visual Language for Emerging Markets</i>	078
Case 08: ATELIER TÉLESCOPIQUE <i>Identity in the Digital Era: Pictomato for Mobile</i>	088
Case 09: DEAN DI SIMONE (TENDER) <i>Exploring the Sundance Channel Identity Online</i>	096
Case 10: JACOB BENBUNAN (SAFFRON BRAND CONSULTANTS) <i>Vueling: Low Cost, High Style in the Skies above Barcelona</i>	104
Case 11: JOOST PERIK (BSUR AMSTERDAM) <i>Rejuvenating Wrangler with Communicative Design and Designed Communications</i>	114
Case 12: JEFF KNOWLES (RESEARCH STUDIOS) <i>Xindao: the Redesign of a Sports Brand from China</i>	126
Case 13: FRIDA LARIOS (IDEAS FRESCAS) <i>The Heritage of the Maya: Redesigning an Ancient Identity</i>	138

LOGO COLLECTIONS

CREATIVE INDUSTRY	146
<i>Advertising Agencies, Architects & Architecture offices, Artists, Branding Companies, Designers & Design Offices, Film Production studios, Illustrators, Industrial & Product Designers, Photographers</i>	
EVENTS & ENTERTAINMENT	174
<i>Championships, Contests, Exhibitions, Fairs, Festivals, Shows, Theatre Co.</i>	
FASHION & APPAREL	198
<i>Clothing, Eyewear, Footwear, Accessories</i>	
INSTITUTIONS, GOVERNMENT & REGIONAL	220
<i>Associations, Churches, Cities, Clubs, Colleges, Communities, Countries, Foundations, Institutions, Museums, Organisations, Universities, Schools</i>	
MEDIA	246
<i>Books, Campaigns, Films, Magazines, Newspapers, Portals, Publishers, Radio, TV, Websites</i>	
MUSIC	270
<i>Artists, Bands, Concerts, DJs, Music Festivals, Music Websites, Record Labels</i>	
RETAILERS & FOOD OUTLETS	292
<i>Bars, Cafés, Markets, Shopping Malls, Restaurants, Stores</i>	
SERVICE & BUSINESS	318
<i>Banking, Catering, Consulting, Hotels, Insurance, Logistic, Telecommunication, Transportation, Printing Service, Spas, Yoga Studios</i>	
MISCELLANEOUS	340
<i>Beverage, Electronics, Food, Sports, Transport</i>	
INDEX/LOGOS	372
INDEX/STUDIOS	378