



Beyond the LOGO

Emma Jane Carter

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Beyond the LOGO Emma Jane Carter

Award-winning designer and agency founder, Emma Carter, gives her expert insight into how to create a brand that goes beyond a simple logo, to make your organisation an unstoppable success.

A brand doesn't start and stop with a logo. A brand encapsulates the entire personality of an organisation and communicates it to the outside world: your promise, visual identity, tone of voice, ethics and standards.

In so many ways, the brand IS the business.

In BEYOND THE LOGO, Emma shares the principles and techniques that she so successfully puts into practice for clients such as Jack Wills, Platinum Property Partners, Ted Baker and IconicShift, across multiple sectors, including retail, finance, technology, property and franchising.

Far from being an academic text book, BEYOND THE LOGO is a practical plan of action for business owners and managers. Whether you're refreshing an existing identity or creating a completely new brand from scratch, this book guides you expertly through designing, deploying and promoting a brand that will take your business to new heights.

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