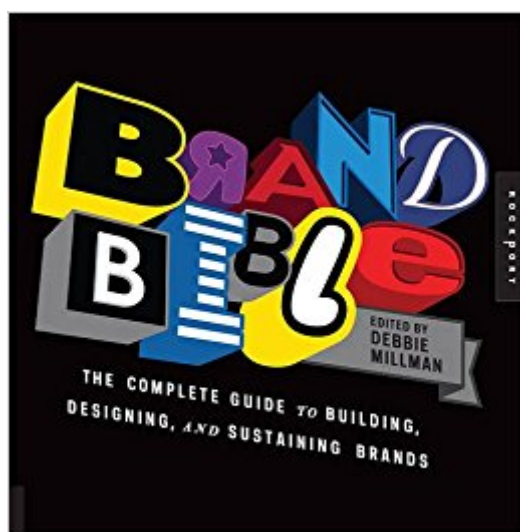


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# Brand Bible: The Complete Guide To Building, Designing, And Sustaining Brands



## Synopsis

Brand Bible is a comprehensive resource on brand design fundamentals. It looks at the influences of modern design going back through time, delivering a short anatomical overview and examines brand treatments and movements in design. You'll learn the steps necessary to develop a successful brand system from defining the brand attributes and assessing the competition, to working with materials and vendors, and all the steps in between. The author, who is the president of the design group at Sterling Brands, has overseen the design/redesign of major brands including Pepsi, Burger King, Tropicana, Kleenex, and many more.

## Book Information

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## Customer Reviews

"A collaboration between the students and faculty of School of Visual Arts (SVA) in New York City, this book, edited by Millman (chair, masters in branding program, SVA; Brand Thinking and Other Noble Pursuits), investigates, first, how brands and branding became such an integral and ubiquitous aspect of advertising and, second, how brands are crafted. Early chapters trace the origins of commercial art, trademarks, and conspicuous consumption in Europe. Later chapters outline how branding has developed as an extension of the U.S. marketing industry. There is discussion of Ivory Soap, Band-Aids, Lacoste sportswear, MTV, Google, and Oprah, among many brands. The particular challenges of establishing a completely new product or service are also addressed. The final chapters are made up of brief interviews with brand consultants or managers about design. VERDICT: A well-researched and accessible how-to and history. Besides attracting marketers and entrepreneurs, the book's 300 illustrations (many ads and product images) will

also appeal to commercial artists and graphic designers." - Library Journal

In addition to serving as the president of the design group at Sterling Brands, Debbie Millman is the chair of the Masters Program in Branding at the School of Visual Arts, she is the current national president of the AIGA, and she hosts "Design Matters with Debbie Millman" on designobserver.com, a weekly radio show about design.

Not really a "guide to building, designing, and sustaining brands", but more of a richly illustrated history of a large number of well-known brands. The illustrations are great: you get to see the entire evolution of Band-Aid packaging, or Morton salt, or Coke, and there's an interesting and well-told story behind each. But it's hard to call the book a guide or a bible. There are not that many "dos" and even fewer "don'ts". It would be valuable to show branding efforts that didn't succeed, such as the Tropicana redesign fiasco, or the attempted rebranding of Gap a few years ago, or any other similar failures you don't usually hear about. The book does nothing of the sort, and overall is a big showcase of the survival bias. But as an illustrated history of famous brands, the book is really great.

I will use this as a guide and inspiration. I loved the layout and the thought behind it. Debbie Millman is a wonderful source of information.

Completely fascinating.

This book is so extensive and detailed with the historical and artistic aspect of all things branding. I couldn't be happier with the packaging and the purchase. 5 STARZ.

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