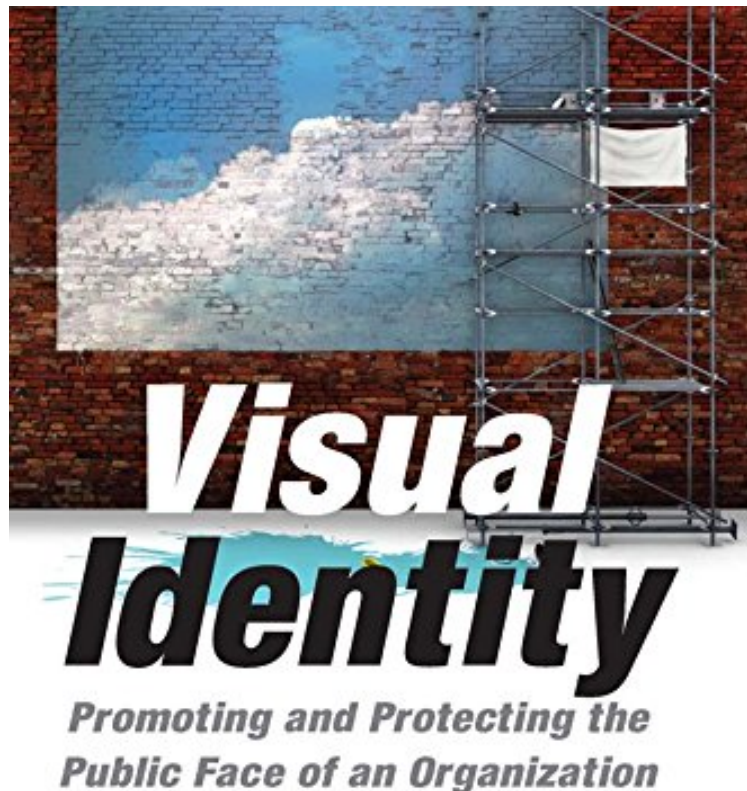


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Visual Identity: Promoting and Protecting the Public Face of an Organization: Promoting and Protecting the Public Face of an Organization

Susan Westcott Alessandri

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Organization: Promoting and Protecting the Public Face of an Organization:

Brands, companies, and organizations, much like people, have personalities, and most of what we know and think about their personalities comes through visual identity. A visual identity is the strategically planned and purposeful presentation of the brand or organization in order to gain a positive image in the minds of the public, including - but not limited to - its name, logo, tagline, color palette and architecture, and even sounds. This practical guide explores visual identity from an organizational brand perspective (corporate, non-profit, etc.), rather than a product brand perspective. It not only helps readers to understand the meaning and value of an organization's visual identity, but also provides hands-on advice on how to promote and protect the identity. Each chapter draws from current research and also contains real-world examples and case studies that illustrate the key concepts.

"Visual Identity is an insightful book that captures both critical theories and practices in the field. It is well written, thorough, and well structured. Susan Alessandri provides excellent guidance to both students and practitioners in understanding the issue of organizational identity." -- T C Melewar, Brunel University"