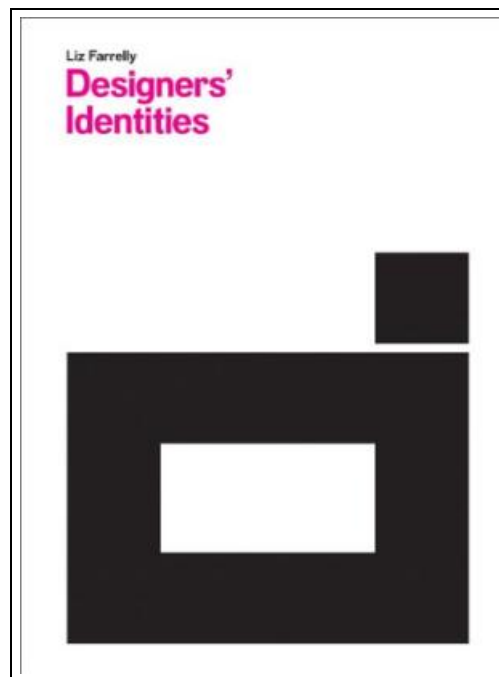# Designers' Identities

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Laurence King Publishing. Paperback. Book Condition: new. BRAND NEW, Designers' Identities, Liz Farrelly, For graphic designers no project is more personal or more crucial, both in terms of commercial success and peer-group positioning, than their own corporate identity. From the first hello, to delivering the invoice, designers are judged, again and again, on the quality of their printed and virtual presentation, including their company name, logo, business card, letterhead, website, blog, newsletter, delivery packaging, brochures, promos, even the typeface they choose. This book examines the corporate identities of 75 designers, at various stages in their careers and from around the world, providing blueprints for best practice and inspiration. Along with detailed information about formats, materials and methods, the book includes a number of interviews with designers, who talk through their own corporate identity programme and the reactions they have had to this, their most personal design project.

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