



# Worldwide Identity : Inspired Design from 40 Countries

*Robert L. Peters*

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## **Worldwide Identity : Inspired Design from 40 Countries** Robert L. Peters

Identity lies at the very core of culture, and is the key to our understanding of self. Understanding culture is imperative in avoiding identity crisis and rootlessness, and is a prerequisite for the effective shaping of identities and communication. Designers worldwide have given shape to the identities of corporations, organizations, locations, events, products, and services that surround us. This inspirational book showcases over 300 identities from around the globe and explicates the process of identity design by defining both the Brief and the Solution. This book's clear and concise manner assists readers in seeing how innovative, distinctive, and appropriate identities arise from designers' thorough understanding of mandate and cultural context.

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