



Branding With Type

Stefan Rogener, Albert-Jan Pool, Ursula Packhauser, E. M. Ginger

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This book will help graphic designers and business managers understand how to brand their company, products, and corporate identity by using typography.

- Includes examples of actual magazine advertising pages
- Explains the role type plays in sales, marketing, and advertising
- Produced by well-known and highly respected Adobe Press

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