



## Branding & Identity

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Following our successful first and second volumes of Touch Branding, this third volume does not only highlight design elements and styles of brands, but also emphasizes more on the branding process and the extensive use of branding in real life.

This book collects the latest branding design works from brilliant designers and design studios worldwide, classified and sorted according to different industries which the relevant brands belonging to, with detailed description of the cases. The rich diversity of branding design works provides not only a visual feast to the readers, but also a great catalyst for gaining inspiration in brand design and innovation.

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