



## Coloring Your Brand

*Yang Peng*

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Perhaps the single most important aspect of any successful brand, a color is often recognizable long before the form of a logo or the letters that make up a business name. A powerful tool when employed effectively, it can trigger a multiplicity of responses from the emotional or nostalgic to the covetous or inspirational. Rarely an accident, each arises out of a distinct dialogue where the brand goals of the client are highlighted and in turn met by the designer a conscious choice of identification. Colouring Your Brand showcases effective brands through their use of color on a variety of materials including business cards, packaging, promotional design, stationery, and much more. Includes color chips for each brand presenting distinct CMYK ratios. Foreword by renowned designer Michael C. Place.

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