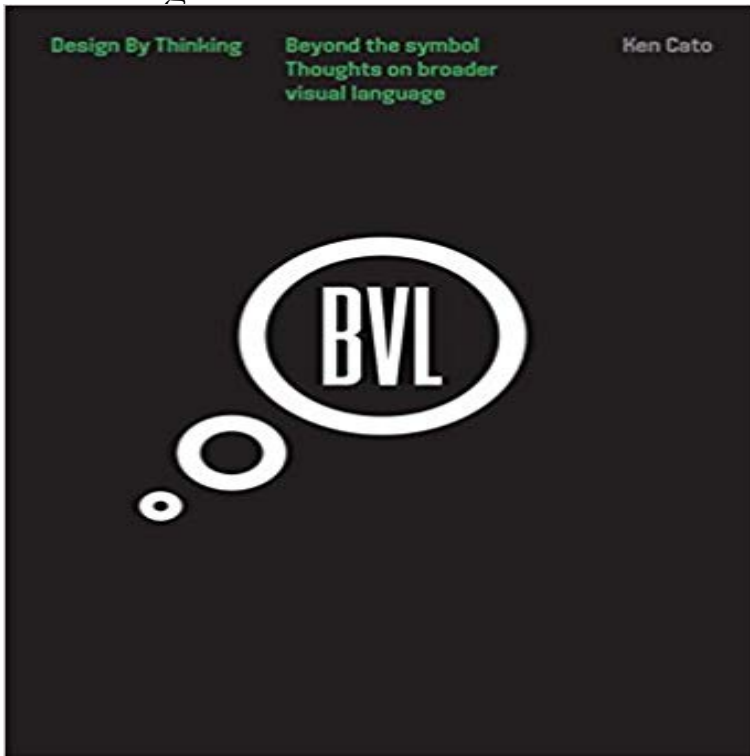


# Beyond the Symbol: Thoughts on a Broader Visual Language: Design by Thinking



There is often little difference between the communications of corporations within any given industry sector. The reliance for recognition more often is the responsibility of the trademark. This volume gives insight to a method of broader visual language that reduces this reliance and gives more opportunity for corporations to respond to business change, increasing product ranges and gaining higher visibility. This is not about advertising; its about utilizing existing budgets for a strong, more visible result. Beautifully packaged and designed, and richly illustrated with insightful commentary from an international body of peers, this book harnesses the thinking and philosophies behind some of the worlds most influential practitioners in the visual language fields. Also available: One Hundred and Fifty Thoughts About Trademarks, Symbols, and Logotypes ISBN 9781864706666 One Hundred Thoughts About Corporate and Brand ISBN 9781864706659 Recognise Me ISBN 9781864706642

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