

Brand New Brand

Restarting Your Business in a Time
of Crisis and Transformation



gestalten



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Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, litot Europa usa li sam vocabular. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules. Omnico directe al desirabile de un nov lingua franca: On refusa continuar pagar costosi traductores. At solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles. Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues. Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues. It va esser tam simplic quam Occidental in fact, it va esser Occidental. A un Angleso it va semblar un simplificat Angles, quam un skeptic Cambridge amico dit me que Occidental es. Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, litot Europa usa li sam.





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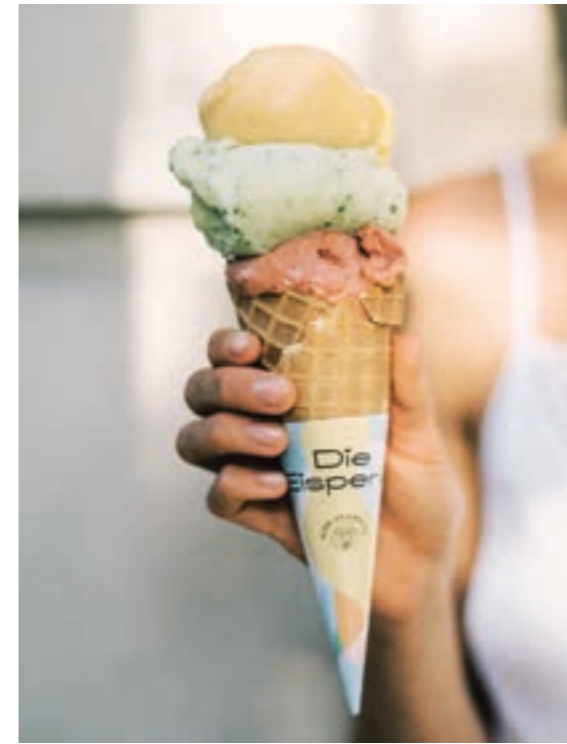




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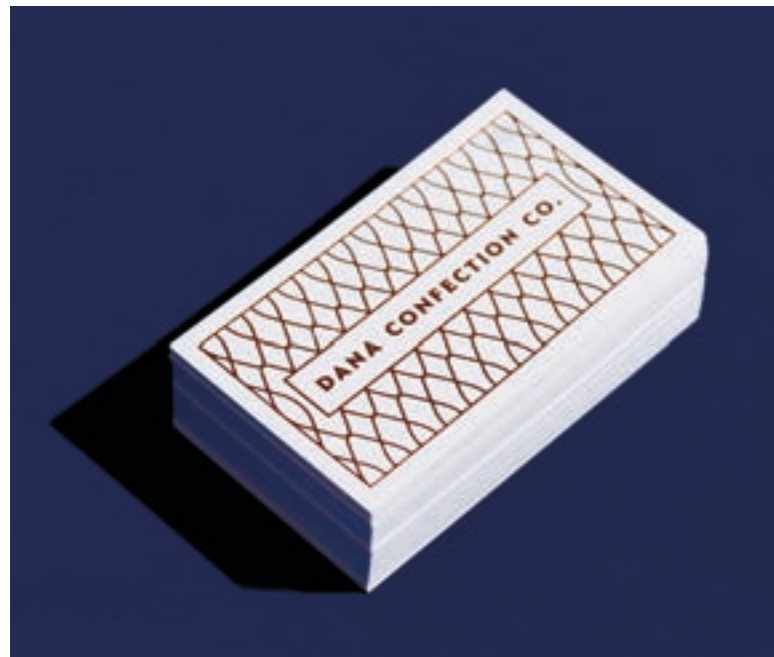


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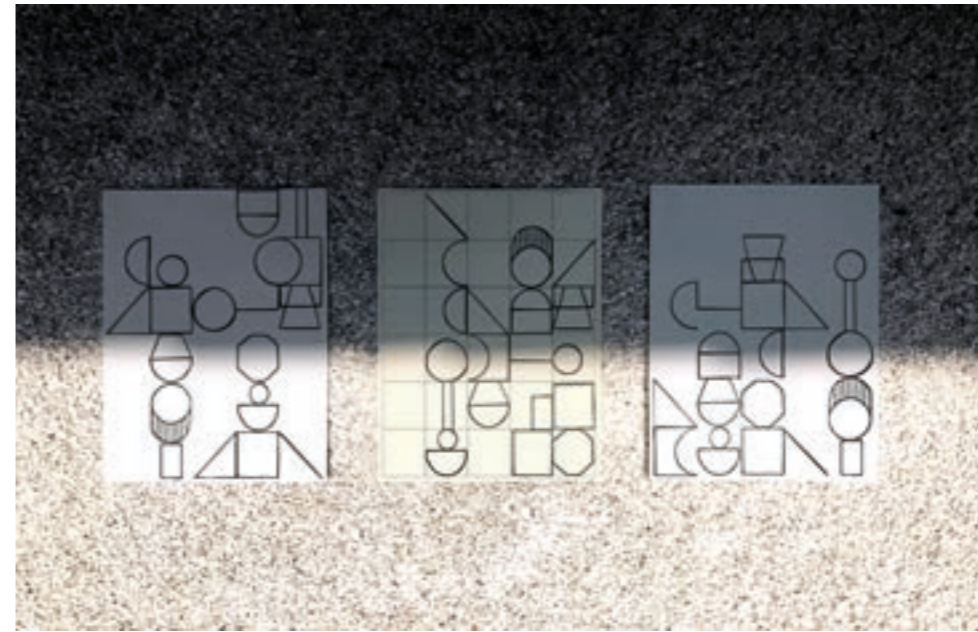


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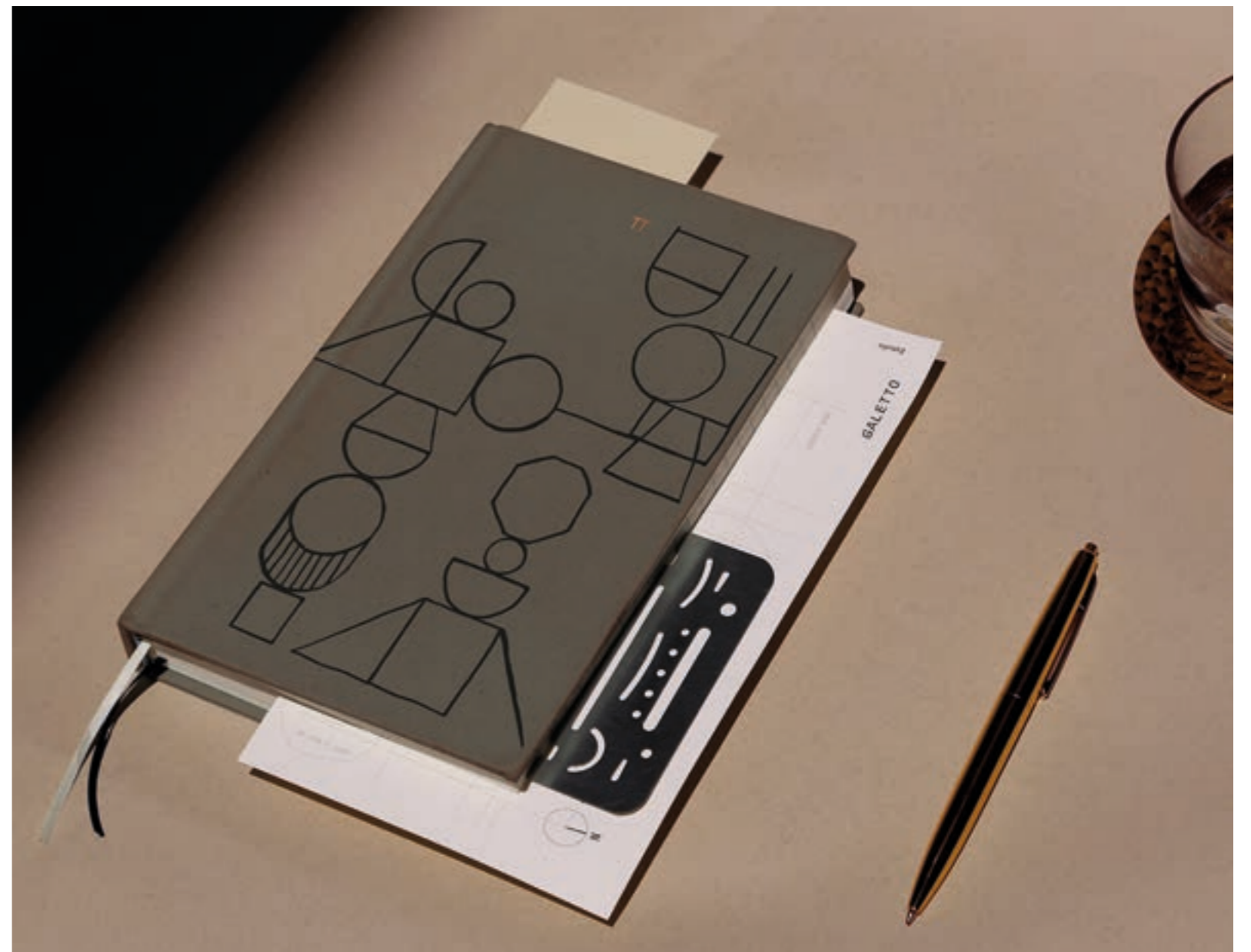




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BRAND NEW BRAND

Restarting Your Business in a Time of Crisis and Transformation

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Witty, surprising, refined, and, above all, truly unforgettable. A compendium of the best new visual identities that stand out from the crowd in challenging times.

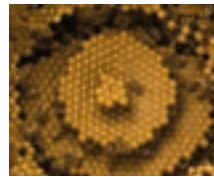
How can small businesses make huge impacts? If a picture speaks a thousand words, branding is the tool to shine in a sea of thousands of competitors. *Brand New Brand* presents the best branding for small, traditional businesses from the last years. Collecting the best in class examples, it shows how well-curated, holistic branding can take a butchers, bookstore, bakery or even a physiotherapist from one of the pile to one in a million. No matter if you're launching a new venture or giving your business a makeover, creativity is your tool to stand out.

WHAT TO EXPECT

- An expertly curated selection of the best branding cases in the last years from all over the world
- Exclusive texts contextualising and decoding the essential information to understand and learn from every project, written by branding design expert Richard Baird
- Case studies exploring the most relevant ideas currently shaping the field of branding (such as sustainability or diversity)



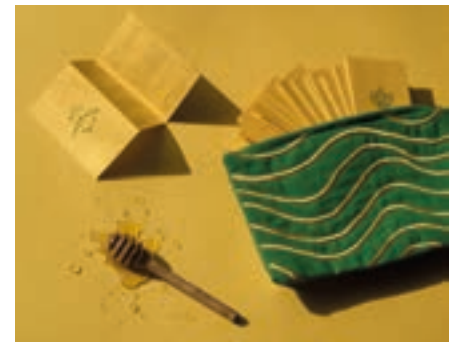
SAMPLE COVER



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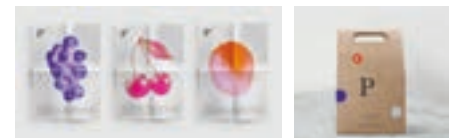


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La Parade

Studio Impulso updates mid-century style to create a tropical aesthetic for the Hawaiian restaurant in Mexico.

Located in San Pedro Garza García in Mexico, Hula del Hawaii serves sushi, burgers, and tacos with a tropical island vibe. Inspired by the travel culture of mid-century America, Parakeo's branding for the restaurant has a nostalgic reimagining of travel signs from the 1950s, and vintage illustrations recycled as modern postcards. The designers also developed the typography of their gift, juice menu, and a waffle-like pattern, that adds detail to all of their printed collateral, including menus, receipts, coasters, matchbooks, and takeaway bags. A pink and orange color palette with pops of deep blue were chosen to evoke the vibrant Hawaiian sunset.



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