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A style guide is a fairly straight-forward document with rules and guidelines for how your brand and logo should be represented. This typically includes how the brand will look visually, but also how the brand should interact with its audience, or its personality. In this guide, we are going to focus on the visual aspect of the brand/logo.

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

In today's hyper-connected world, any brand with a website or digital presence is 'global' by its very definition; yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand. Global Brand Management explores the increasingly universal scope of brand management. In an era when many brand managers will find themselves working for large

multinationals operating across varied territories, categories and consumer groups, developing an understanding of both the opportunities and risks of multinational brands is truly essential. Meticulously researched, *Global Brand Management* shows readers how to manage an existing global brand, while simultaneously equipping them with the skills to build one from scratch. The text uses fascinating case studies including Oreo, Harley Davidson and Xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages, cultural values and logistics. With helpful pedagogy throughout and built-in features to enhance classroom learning, *Global Brand Management* is the perfect springboard for students to appreciate, enjoy and embrace the nuances and complexities of brand management on an international scale.

You're too close to your business, and it's killing your creativity Traditional business structures love stability and predictability. Yet many organizations believe the two essential ingredients for long-term success are creativity and innovation. Kiirsten May and Alex Varricchio, founders of the marketing agency UpHouse, call the relationship between these two opposing expectations the Proximity Paradox – the belief that those who are closest to a subject are best-qualified to innovate for it, when, in reality, intense proximity limits creativity. Instead, people need to create distance from challenges in order to see the best way forward. May and Varricchio believe that until we can separate innovation and execution within ourselves, we will only innovate to the level at which we can execute the idea. To be effective, we need to create distance between our innovation brain and our execution brain. Unpacking ten common Proximity Paradoxes that affect a company's people, processes, and industry, the authors share some practical ideas to create the distance necessary for your next great idea. An especially valuable book for creatives, and non-creatives in creative industries, but equally applicable to all businesses that depend on innovation, *The Proximity Paradox* encourages us to ask hard questions about how we work, how our businesses are structured, and why we routinely find our creativity at odds with what's asked of us as executors and stewards of the bottom line.

You will find an eBook version, sample pages, free training exercises, and a full table of contents on the publisher's web site at [micro-press.com](http://micro-press.com). This very popular *MicroStation V8i SS3 2D Level 2 Training Manual*, used extensively by universities, colleges, schools, trainers, and individuals, builds on the basic techniques covered in the *MicroStation V8i 2D Level 1 Manual*. Users are introduced to the higher-level functions of *MicroStation* in clear, step-by-step instructions and exercises. The modules guide the user in a logical numbered step-by-step progression through the information. This manual assumes the user has successfully completed the *Level 1 Manual* (or equivalent) and is ready to work with the more complex, but equally important, *MicroStation 2D* functions. The manual is written to reflect the many improvements and additions of the *V8i* version, and contains over 500 drawings and illustrations. All dimensions are given in English and metric measure, and the manual has been extensively tested in classrooms and distance-education courses. The manual also works well with the free *PowerDraft* software. As with the *Level 1* manual, you won't find a more effective and user friendly *V8i Level 2* manual! Check out our *2D Level 1* and *3D Level 3* manuals!

From the Graphic Artists Guild comes the complete pricing and ethical reference for designers—helping members and non-members alike navigate the world of charging and collecting payment for their designs as well as building their freelance business. *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition* is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the demand for up-to-date information on business, ethical, and legal issues is greater than ever. The fully updated 15th Edition includes: •The latest pricing guidelines for buyers and sellers •Current salary information with job descriptions •Formulas for determining hourly and per diem freelance rates •Hourly freelance rates by discipline •Copyright registration information •Model contracts and forms that can be adapted for specific needs •A totally revised and updated chapter on Surface Pattern Design •An expanded chapter of additional professional, business, and legal resources with the latest contact information This one-stop resource provides all the professional and legal guidance every graphic designer needs to build their business and enhance their careers.

How can you make your bookkeeping workflow smoother and faster? Simple. With this *Missing Manual*, you're in control of *QuickBooks 2014 for Windows*. You get step-by-step instructions on how and when to use specific features, along with basic accounting advice to guide you through the learning process. That's why this book is the *Official Intuit Guide to QuickBooks 2014*. The important stuff you need to know: Get started. Quickly set up your accounts, customers, jobs, and invoice items. Learn new features. Get up to speed on the Bank Feed Center, Income Tracker, and other improvements. Follow the money. Track everything from billable time and expenses to income and profit. Spend less time on bookkeeping. Use *QuickBooks* to create and reuse bills, invoices, sales receipts, and timesheets. Keep your company financially fit. Examine budgets and actual spending, income, inventory, assets, and liabilities. Find key info fast. Rely on *QuickBooks*' Search and Find features, as well as the Vendor, Customer, Inventory, and Employee Centers.

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A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this *Fourth Edition* brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included.

How can you make your bookkeeping workflow smoother and faster? Simple. With this Missing Manual, you're in control: you get step-by-step instructions on how and when to use specific features, along with basic bookkeeping and accounting advice to guide you through the learning process. Discover new and improved features like the Insights dashboard and easy report commenting. You'll soon see why this book is the Official Intuit Guide to QuickBooks 2015. The important stuff you need to know: Get started fast. Quickly set up accounts, customers, jobs, and invoice items. Follow the money. Track everything from billable and unbillable time and expenses to income and profit. Keep your company financially fit. Examine budgets and actual spending, income, inventory, assets, and liabilities. Gain insights. Open a new dashboard that highlights your company's financial activity and status the moment you log in. Spend less time on bookkeeping. Create and reuse bills, invoices, sales receipts, and timesheets. Find key info. Use QuickBooks' Search and Find features, as well as the Vendor, Customer, Inventory, and Employee Centers.

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