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New Super Identity: The New Era of Creative Branding

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There is no room for complacency in branding today. Consumer attitudes and preferences are changing faster than ever, as much of what we filter is downloaded through mobile technology or social media. The days of purely subliminal capture of a brand s identity may be numbered as end users shift their allegiances, gathering information in new and innovative ways. New Super Identity examines brands and their designers that are at the forefront of the new paradigm and reactive to local and cultural needs, as they experiment with new memes and challenge their competitors to do likewise. Covering traditional vehicles for identity such as Illustration, logo, packaging, product, promotional and retail design, as well as the nature of branding on mobile platforms, this title is a comprehensive resource. Over 70 brand stories are featured, including Adidas, Beams, Diesel, Kiehls, Levis, Miu Miu, Prada and Yves Saint Laurent.

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