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How To Style Your Brand: Everything You Need To Know To Create A Distinctive Brand Identity



Synopsis

How to Style Your Brand: Everything You Need to Know to Crea

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Customer Reviews

I've been a business owner for many years and read numerous books on branding a business. But this is the book that spoke to me! Fiona brings such a passion and knowledge to the design process and gives you so much to think about, with clear outlines and questions...and then helps you pull it all together to design and brand your unique business. It's very much a workbook that gives you a process to get you to your design. I've bought 4 copies of her book and shared it with friends and they've all agreed...best book out there on branding your business!

I love this book. Not only are the case studies featured and photography on point, but as a budding brander it really gives you concrete knowledge and strategies to elevate your brand. Great for professional creatives to explore or for a business owner who wants to take greater control over the creative process.

Really great book and I recommend it for all bloggers and social media marketers to help understand how to create a brand. It would make a blog redesign or branding project much easier and more understandable. Super comprehensive guidebook for design and branding!

Beautiful book! I loved how the author explained, step by step, how to determine what your brand identity should be for maximum effectiveness with your target market. REALLY helpful book. Just the right length. It struck a good balance between delivering great information and not being overwhelming. Would be excellent for any solo-preneur or small business who wants to establish their own brand identity, but it would also be a good book for those who might still end up hiring a designer. It's an excellent place to start, for sure, and I give it my highest recommendation.

Beautiful book with tons of gorgeous graphics! I've looked at some of her design samples and pondered on the styling concepts for inspiration with my graphic design work and this book hasn't failed me. I've always walked away with some cool idea. It's not one of the most hardcore books in the area but does go a bit deeper than you might expect in a way. So thoroughly recommend!

Fiona has brought together, in one beautiful book, all of the information and guidelines that I needed to feel confident about my business branding process. Before I acquired How to Style your Brand I was certain I would need to spend hours and hours searching online for guidance and inspiration. Now, with the help of this book, I am well on my way to re-branding my business with confidence. I learned how to whittle away at the extra bits that only clutter things up and to focus on the more powerful and intentional elements that enhance my business. Thank you so much Fiona for this lovely and inspiring book.

This book is everything I hoped it would be and much much more. It balances practical advice with inspirational quotes, beautiful images and real world examples. It's written in such a lovely tone that you feel like Fiona is standing next to you, guiding you through every step. And it really does cover every step of creating a brand identity from colours and photography, to logos and websites. I spent 12 years working in advertising and branding and I've learnt a lot from this book, and perhaps more importantly, been inspired and motivated. I wish it had been around when I was launching previous ventures - I will certainly have to hand for my next one.

How To Style Your Brand is thoughtfully written in a way that feels accessible to a newbie business owner but is still extremely valuable for someone who is at the level of a professional brand designer. The imagery is beautiful but perhaps most importantly, the content is artfully crafted to help you rethink your own brand in fresh ways that will allow your business to boldly stand apart from the competition. It's obvious that a great deal of thought and care went into putting this

stunning book together and this would make a great gift for the small business owner in your life.

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