

# First Things First!: New Branding and Design for New Businesses



Creative outsiders and first-time founders are redefining what used to be called corporate design in a more holistic and playful way. A breath of fresh air from a new breed. Striking corporate design is a must-have for any new business. For the outsiders and first-timers entering the market, corporate design is not an add-on, it is part of the soul of the business itself. And it demands fresh ideas unfettered by standard approaches. This book presents real examples from shop owners and mechanics, dentists and organic farmers ?businesses discovering corporate design for the first time ?as well as from traditionally creative companies like marketing agencies or restaurants, and hotels. With profiles and photographs it explores their novel approaches to corporate design.

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