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Designing Brand Identity An Essential

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Simply put, your brand logo will become the image or visual identity of your business. It is the most visible aspect of your overall brand identity. And in 2019 an effective brand identity is essential if you want to rise above the digital noise. The following logo design considerations will get you started.

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enlightening and helpful resource on the branding process. Its author, Alina Wheeler, is a brand consultant and branding speaker with an obviously exhaustive knowledge of her field. Trouble is, she is just that: a brand consultant/speaker, not a writer.

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