



Visual Image Design

Restaurants & Hotels

Li Aihong

ISBN	9789886824320
Publisher	Artpower International
Binding	Hardback
Territory	World
Size	297 mm x 220 mm
Pages	260 Pages
Illustrations	1000 color
Price	£43.50

Visual Image Design: Restaurants & Hotels takes as its theme the need to create a corporate identity; a complete quick glance visual representation that expresses the unique culture of a place by providing a snapshot of who you are and what you do by reducing it down to simple patterns, typeface and images. Creating a brand requires the design of a common thread, a visual language that binds the package for the customer to collect and take-away; within this collection is a diverse range of designs selling food and a home-from-home escape that can be easily identified from matchbooks to napkins and business cards to menus selling lifestyle and a sense of place and belonging in an almost overwhelming marketplace of themes and ideas. Of interest particularly to anyone who is looking to launch a new enterprise within this industry, and is looking for inspiration and new ideas.