



# Visual Image Design

## Restaurants & Hotels

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

- Excellent ideas to help create a corporate identity for hotels and restaurants

*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.