



Animal Graphics (Hardback)

By -

Sandu Cultural Media Co Ltd, Hong Kong, 2015. Hardback. Book Condition: New. 292 x 217 mm. Language: English . Brand New Book. It is easy to see why brands often turn to depictions of animals in their identity materials. A brand can turn to the figure of an animal to evoke freedom, pride, or power, or just as easily associate themselves with loyalty, reliability, or playfulness. Restaurants may use them to artistically touch on the contents of their menu or their particular ideology; corporations to distinguish themselves in a world of plain symbols and vector art. Animal Graphics explores the wide range of possibilities with animal imagery, capturing these wild designs in their native habitats of artwork, publications, and personal and corporate branding and identities.



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