



Design Manuals: Graphic Rules (English and German Edition)

Stefanie Silber

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How many rules does a product brand need to be instantly recognisable? How much leeway is there within a corporate design? What makes for a good design manual? This fundamental guide about the use of graphic rules and their documentation provides the answers. It covers all aspects of a design manual: from deciding on the scope, type of media and target group to the structure of the content and the design with the help of navigation tools, language and layout right through to the practical realisation.

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