



How to Break the Rules of Brand Design in 10+8 Easy Exercises

Stefano Caprioli, Pietro Corraini

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For many years, the concept of "branding" involved the creation of a distinct graphic element that could be produced on everything involved with a particular brand. This cheeky handbook, produced under the welcome influence of the late Italian master of cheerful aesthetic subversion, Bruno Munari, proves that it is possible to create a more natural and elastic brand identity by thinking about *how* an object is produced, rather than focusing single-mindedly on a single, memorable graphic form. The new brand, as proposed by authors Stefano Caprioli and Pietro Corraini, will be friendlier and less rigid. Certainly the exercises proposed in this volume exude humor and intelligence. For example, "Draw a Square with Your Eyes Closed" instructs: "Draw a square of any size with a soft pencil, making sure to take the pencil off the paper after completing each side. It is advised to remove the pencil for at least five seconds, flicking it in the air, or making random or even pointless gestures."



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