

Start Me Up!: New Branding for Businesses

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Little brand, big effect: in the age of startups and a new generation of entrepreneurs, corporate design is being redefined through distinctive visual creativity. Never before has there been more enthusiasm surrounding entrepreneurship. Today, young entrepreneurs across the globe are relentlessly developing innovative products and services. Fresh businesses and social initiatives are appearing in industries ranging from fashion to farming, from high-tech to creative handcraft. These companies are run by passionate professionals who are well aware that following their vision is just as important as continuously communicating their vision's brand. Corporate branding works as an extension of a business by visually expressing its concept, so it is no surprise that new stories require a new visual language. Start Me Up! presents a wide range of original examples for inspiration. The designs created striking corporate identities through humorous business cards, quality stationary, graphic T-shirts, and on-point packaging. This work allows for the brands to distinguish themselves from the rest and attract their targeted audience's attention. More than ever before, businesses are defining themselves through carefully coordinated communications. Start Me Up! is a comprehensive compendium of innovative corporate design for a new generation. The book follows up on Gestalten's widely successful Introducing: Visual Identities for Small Businesses and showcases projects from various industries with a focus on newly established ventures and niche business initiatives. It proves that success in business heavily depends on the company's ability to promote its individuality and creativity through its corporate image, and that the right set of communications can not only insprire the right investors but also attract the right public. Welcome to the golden age of young entrepreneurship.

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