

COMMON MISTAKES designers make with branding

Three common mistakes

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2. Thinking branding is a design solution
3. Assuming branding is too complicated
3.7.63anmig Stantanig is too complicated
How to talk about branding and procent it to clients on a broader business level
How to talk about branding and present it to clients on a broader business level
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How to talk about branding and present it to clients on a broader business level
How to talk about branding and present it to clients on a broader business level Position branding as a strategy that leads to design, rather than selling branding AS design

