



## Identity Colour Codes

By -

BIS Publishers Apr 2014, 2014. Taschenbuch. Book Condition: Neu. 21x15x cm. Neuware - Identity Colour Codes is the 100% visual result of a thorough study into corporate and social identity. Corporate identities are traditionally based on exclusiveness and their symbols are privately owned. However, in these times of social media, open source and open design, it is the more generic and public domain elements that shape social identities. In search of the most accessible common denominator in identity, the author selected colour as the vehicle through which people easily and globally connect. This publication collects 100 of these colour-based identity codes, each labelled with a specific name, indicating the values and meanings that the colour transmits. For example: Premium white, Pristine white and Sensation white; Infinite blue, Trust blue and Peace blue; Irish green, Islam green and Army green; or Dutch orange, Guantanamo orange and Hindu orange. In this publication a hidden organisation of our reality along the lines of colour becomes visible. New visual patterns and unseen thematic relations appear. This book is an explorative journey through all kinds of (sub)cultures and shows along the way how companies, governments and people use colour to identify themselves. It is a...



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## Relevant Books



### **Wild and Creative Colouring II: Colour with Your Heart**

Createspace, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book is the second in the Wild and Creative Colouring series. It contains 30 illustrated pages designed to inspire...



### **Kanye West Owes Me 0: And Other True Stories from a White Rapper Who Almost Made it Big (Hardback)**

Random House USA Inc, United States, 2016. Hardback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. After the Beastie Boys and Vanilla Ice, but before Eminem, there was Hot Karl, the Jewish kid from the L.A. suburbs...



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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



### **Colour and Paint: Playtime (Kids Colour & Paint)**

Parragon Book Service Ltd, 2010. Paperback. Book Condition: New. Rapidly dispatched worldwide from our clean, automated UK warehouse within 1-2 working days.



### **Black and white (Catic gold medal picture books. an incidental factor became the story of their cross(Chinese Edition)**

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