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Brandient 101. The first book about innovative brand design in Romania

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Brandient is proud to announce the launching of “**Brandient 101**”, the first book dedicated to local brand design, bringing together 101 corporate or product graphic identities created by the company during its first eight years of existence.

“Design must solve business problems and is a investment with a very long shelf life. After half a century of gray uniformity and collectiveness, design offers color and individuality. From this perspective, in Romania, we were at the right place, at the right time” — Cristian ‘Kit’ Paul, Creative Partner Brandient

The book represents a first within the local publishing landscape and, taking the form of an elegant collection, it offers a comprehensive perspective over the groundbreaking activity of Brandient in the field of brand design in Romania. The graphic identities created by Brandient are already part of the everyday life and it is certain that each Romanian has already become familiar with at least one of them. Furthermore, many of these identities have won prestigious awards at international competitions and have been published in specialty books abroad.

The book “Brandient 101” is available in a limited edition of 101 copies, signed and numbered, exclusively purchasable at Carturesti Bookshop, 13 Arthur Verona Street. At the same address, the original exhibition “Brandient 101 Romanian Graphic Identities” is open to the public during March 26-April 7.

Brandient is the Romanian consultancy on brand strategy, design and value dedicated to creation and development of brands as signs of value™. Brandient offers integrated consulting services in marketing and branding, verbal and visual identity creative services, packaging, brand communication, brand engagement services, etc.

Brandient is reputed to have a unique local specialists team, with remarkable experience in management, marketing, design and communication. Among Brandient’s most prominent projects are the rebranding of CEC Bank, of the retail chain Domo, the pharmaceutical group Europharm, TVR, the National Radio-Communication Society – Radiocom, the retail chain Flanco, the retail chain Dedeman, of the companies Astral, Albalact, Novensys, Smartree, Fabryo, TBI Romania, Ventrust, Ceramica Iasi, etc, and also creating brands as Fulga, Credisson, Estima, Domenia, Fonomat, Tuca si Asociatii, Qualians, Zuzu, Qfort, etc. Brandient has also developed for BusinessWeek the first ranking of The Most 50 Valuable Romanian Brands. More information on www.brandient.com.