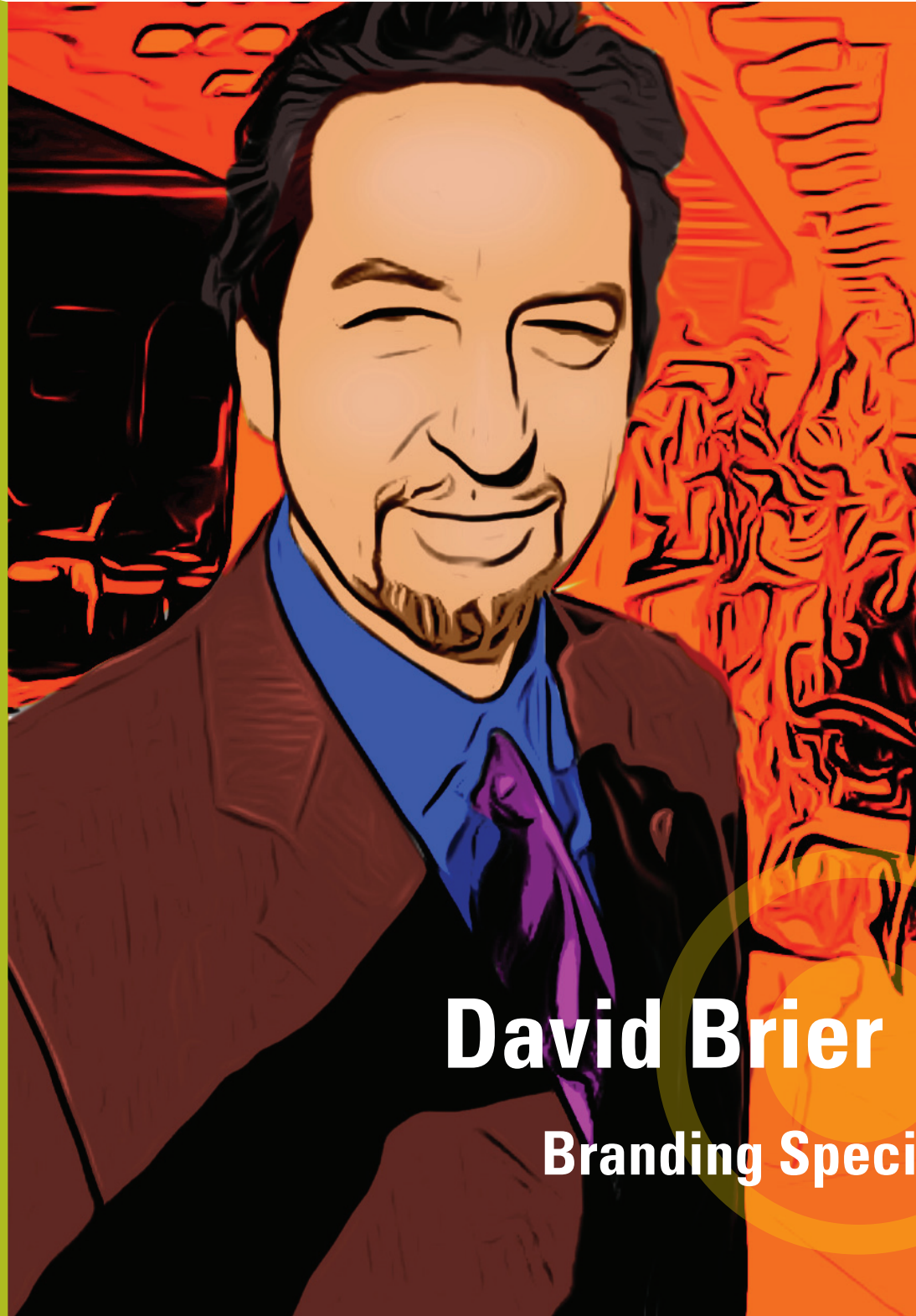


Confessions of a Branding Jedi:

“How to Lose Friends and Alienate Lovers”

VCT Lecture Series



David Brier

Branding Specialist

Friday, February 3, 2012

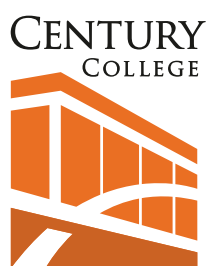
1-2 pm

East Campus, Lincoln Mall

David Brier is an award-winning branding specialist who, over the course of three decades, has transformed global, regional and local brands.

A native New Yorker, David began his career designing logos and identities for some of the world's leading brands and agencies earning him over 350 international design and branding awards and recognitions.

Advocating substance over style, David has shown how design can bring out the concept rather than bury it, making each much more powerful in the process.



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