

<http://transmediaexperience.tumblr.com/>

Unfortunately, this blog has either changed names or no longer exists.

http://www.underconsideration.com/brandnew/archives/brand_new_conference_a_review

This page does not seem to exist. I was not able to find it and went to check for typos, but had no luck.

<http://www.fastcodesign.com/1662388/ideo-good-stories-make-good-brands-heres-4-tips-and-7-examples>

By Ideo, September 28, 2010

Consumers want designers to share personal narratives so that they can connect with the company instead of just objectively viewing and buying products. Some ways companies can incorporate personal touches include allowing consumers to tell their own stories and make the design their own and discriminating against unnecessary pieces of information so the design highlights the story's focus, and emphasis on a sense of community.

http://sethgodin.typepad.com/seths_blog/2009/12/define-brand.html

By: Seth Godin, December 13, 2009

Seth Godin's definition of a brand focuses on the reasons a person would choose one company over another. If that person (or company, or voter, etc) does not "pay a premium, make a selection, or spread the word, then no brand value exists for that consumer." Godin is saying that for a brand to mean something, there must be a reason to choose that product and tell others to do the same. A brand simply consisting of a logo and a name is a dated definition. Today's standards are different, and require a sense of familiarity and personality.

http://www.paul-rand.com/foundation/thoughts_logosflags/#.V5EY1LgrLIV

By: Paul Rand

A good logo does not ever need to be changed. Many corporate executives choose to redesign or update logos to feed their own egos or because they have no desire to be associated with the past. Others still choose to redesign their logos because it seems like the thing to do. Good logos, however, will never go out of style; the quality is more important than when it was created. Paul Rand gives a list of what a logo is and does, including, "...a flag, a signature, an escutcheon," and "...a logo doesn't sell, it identifies." If that logo is of the highest quality, then there will be no need to recreate it, as people will already know what it stands for and the quality of the product associated with that symbol. People can be conditioned to view symbols in different lights, however, and Rand uses a swastika as an example.

What used to be a symbol of peace, good fortune, and well-being, although after World War II, the symbol took on a meaning of death and evil.

<http://www.paul-rand.com/>

The work of Paul Rand is iconic and incredibly important. This website has stood as a monument for graphic designers everywhere, and is a wonderful resource.

<http://adage.com/article/digitalnext/facebook-base-engage-superfans/238773/>

By: Riley Gibson, December 14, 2012

Once you have accumulated likes on Facebook, several people will stand out as “superfans” who always share and promote the company. In order to keep them around and interested, it is important to let them know you appreciate them and reward that loyalty so that you get to know them and they remain loving you.

<https://blog.hootsuite.com/how-to-get-more-likes-on-facebook/>

By: Sarah Dawley, February 15, 2016

Gathering more Facebook likes can be essential for local businesses. To get more likes, human contact is incredibly important; responding quickly and naturally as opposed to giving standard responses and recordings. Consistency is also important, as is increasing the visibility of your page by including links to the page in emails, sharing embedded plugins, and using other forms of social media to promote the Facebook page as well.

<https://www.nngroup.com/articles/differences-between-print-design-and-web-design/>

By: Jakob Nielsen, January 24, 1999

Web design is mainly a scrolling experience for users, as opposed to the more 2-dimensional canvas effect achieved in print. Print focuses on one area, while web design is emphasizing movement around the page, also emphasizing the importance of user engagement in and around the webpage.

<https://www.nngroup.com/articles/horizontal-attention-leans-left/>

By: Jakob Nielsen, April 6, 2010

People on the internet spend nearly 70% of their time looking at the left half of the webpage, and therefore more conventional website layouts are more likely to become profitable.

<http://www.forbes.com/sites/carminegallos/2012/10/04/11-presentation-lessons-you-can-still-learn-from-steve-jobs/#2f2a75121516>

By: Carmine Gallo, October 4, 2012

Carmine Gallo refers to Steve Jobs as “the world’s greatest corporate storyteller.” Jobs was able to earn this title through ideas such as expressing passion to show the consumer how excited you are about your new product, creating Twitter-friendly headlines in order to more easily spread news, and extensively practicing.

<https://99designs.com/blog/2012/09/04/4-principles-by-paul-rand-that-maysurprise-you/>

By: Alex Bigman, September 4, 2012

Alex Bigman states the four lesser known principles by Rand, including designing the logo to be very memorable and clear while not focusing on “simplicity.” If a high-quality logo is designed, simplicity will naturally be a part of that. Additionally, the presentation of the logo is incredibly important and the designer must be able to tell the client a unique tale.

<http://blog.hubspot.com/marketing/get-more-facebook-likes#sm.000000pxvxbm8d37111prosinhse2>

By: Lindsay Kolowich, February 5, 2015

Lindsay Kolowich highlighted nine key steps to getting more Facebook likes. These steps or suggestions include providing searchable information, inviting existing contacts to like the page, and cross promoting on media such as Twitter and LinkedIn. In addition to these, she emphasizes the content that gets posted. Posting content that is more valuable to the consumer on a consistent basis will help business owners interact more effectively.

<http://www.thedailybeast.com/entertainment.html>

Unfortunately, this link did not take me to anything specific, and just brought me to a subpage of the Daily Beast.