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My Reflections

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Marketing Plans for Musicians, Aut... [Playing]
00:08 / 10:07

My Reflections

Title: Branding
Date: 08/03/2010
Content: A brand is a name used to identify and distinguish a specific product, service, or business. A legally protected brand name is called a proprietary name.

Title: Spot & Process colours
Date: 08/03/2010
Content: Spot Colours

Spot colours are the preferred method of producing stationery inexpensively. This is also the method used where colour accuracy is also deemed essential. The standard reference guide to spot colour work is Pantone.

Basically, an ink colour is ready-mixed to produce a particular colour as in Pantone 022

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This is an ePortfolio by Andrea Smith

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