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# Logo: The Reference Guide To Symbols And Logotypes (Mini)



## Synopsis

The next time you are tempted to design a logo, take a look at this book. Chances are, it has already been done. By raising the bar, this wonderful resource will make better designers of all of us." Michael Bierut of Pentagram DesignThe logo bible, this book provides graphic designers with an indispensable reference source for contemporary logo design. More than 1300 logos are grouped according to their focal form, symbol and graphic associations into 75 categories such as crosses, stars, crowns, animals, people, handwritten, illustrative type, etc. To emphasize the visual form of the logos, they are shown predominantly in black and white. Highlight logos are shown in colour. By sorting a vast, international array of current logotypes " ranging from those of small, design-led businesses to global brands " in this way, the book offers design consultancies a ready resource to draw upon in the research phase of identity projects. Logos are also indexed alphabetically by name of company/designer and by industrial sector, making it easy to piece together a picture of the state of the identity art in any client's marketplace.

## Book Information

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## Customer Reviews

Length: 0:25 Mins

This is a very simple book. It's a catalog of logos -- the logo, the designer and logo's company. The categorization is by logotypes, letters, wordmarks, initials, typographic elements, symbols, abstract and representational. Under these are future categorization. Please view the picture below large to

get an idea because it's hard to explain. The collection of logos featured are primarily printed in black and white in this book. The lead in page however, has the logos (small), in color. That's pretty much about this book. Oh, and it's thick at 350 pages, more so because it's printed on 160gsm (I guess) matt paper. (More pictures are available on my blog. Just visit my profile for the link.)

This is a nicely conceived book but has a few problems. None of which stopped me from buying it! The design and typography used to differentiate sections of the book (groups and categories in the book or classifications of types of symbols, logotypes, signatures, etc.) is difficult to use. If the actual type and design to differentiate these sections had been more clearly done, the book would have been much more useful and leveraged one of its greatest assets. (So, whoever designed the book made that mistake!) The last section of the book is on multiple solutions used for one identity. This is in contrast to most identity design which uses only one logo or symbol (Apple, Nike, 99% of the book). This multiple identity solution (sorry, the author calls it something else but I don't have the book with me at home while I write this) is a trend that is emerging slowly over the past 10-15 years. But the coverage in this book is very thin. There are a number of other examples of this method which are not included. I wish there was more on this. One thing I would like to have seen more of is deeper historical context of identities. More text on, about, why, and who of each or most of the designs. Right now, it is just a picture collection. Not so much a flaw but something to consider - This book has the greats. Old and newer and very new. But it also has some real silly stinker examples. You wonder, why is that logo in here? For example: the ugly reworking of the UPS logotype shield. Why include this? (and I am not a fan of Paul Rands original although, it would have been far better to included for historical impact purposes) Indeed, this is the bible and shows the good, the bad, and the ugly but all on a level playing field.

As a design student, I have been looking for a book that has collection of logo to reference and analyze. This book is a great reference to see logos that are substantial and corporate. It contains logos that are well known to small. Also, most of all the logos are in black and white which I find it better to understand the form.

I like this books for reference when it comes to thinking up an idea or concept for a logo. It helped me come up with a concept logos for one of my clients who wanted a brand new look for his company. It has great high end and recognizable logos. I recommend this book for those who have a hard time coming up with logo designs or get art block or even want to get inspired developing

new styles of logos.Hope you enjoy.

This is a great refresher for anyone looking for inspiration in their designs. It's a great book to just pick up and skim through. Enjoy the visuals, the explanations and how everything is focused toward the great logo treatments in this book.

Excellent resource for professional, world class logo works. Probably 95% in black and white, though, which only serves to show how great logos work even in single color. Categorization of different type of logos is rather helpful when you need to narrow down your search. I keep recommending it as fantastic reference material.

Great book for getting your best ideas mind mapped out. It's a very authentic book that moves you in the right direction for designing ideas with meaning. The book also helps with overcoming the fear of logo mills. It lets you know that logo mills even though are popular with some people, your authentic, well-crafted ideas come from what I like to call luxury designers with substance & beautiful creative minds.

I can't possibly explain the scope of the book briefly; therefore, I will explain some of the benefits, challenges and basic layout of Logo. First of all, the book covers over 1,300 different corporate brand marks currently in use around the world and categorises them by a similar characteristic shared by each logo such as a chapter featuring handwritten typefaces, a chapter on square logos, 3D logos, etc. The book is mostly in black and white with the use of colour being used sparingly, which is unfortunate as colour is an important element of some of these logos, if not the most important. Seeing the Pepsi logo in greyscale, without seeing how it uses its red and blue gradients, is disappointing. However, the book is satisfying by the sheer quantity of logos being printed and is a rich source for inspiration and reference. The editors reference every logo, so you know the year and the designer and most references include a little spiel about how a logo came to be, why it was accepted and why it works. A must have for graphic designers just because of its convenience.

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