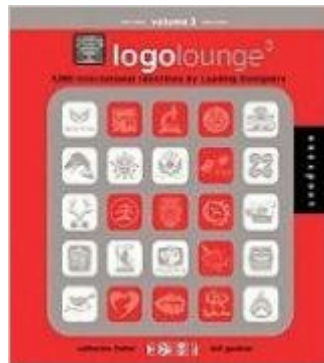# LogoLounge 3: 2000 International Identities By Leading Designers (v. 3)

Synopsis

Now in a new "mini" edition, this third volume in the best-selling LogoLounge series provides 2,000 totally new logos from designers worldwide. This book, like the previous titles in the series, is compiled in association with LogoLounge.com, the largest database of logo designs in the world. The first portion of the book features high-profile projects from nine top designers and firms, including Lippincott, FutureBrand, Wolff Olins, Turner Duckworth, Werner Design Werks, Carbone Smolan, Desgrippes GobÃ©, and Michael Osborne Design. The second part of the book contains 2,000 logos organized by category (typography, people, mythology, nature, sports, etc.), as well as many shorter articles on projects by Miles Newlyn, Haley Johnson Design, and Cato Purnell.

Book Information

Paperback: 376 pages

Publisher: Rockport Publishers; Mini ed edition (February 1, 2009)

Language: English

ISBN-10: 1592535100

ISBN-13: 978-1592535101

Product Dimensions: 5.8 x 0.9 x 6.4 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.9 out of 5 starsÂ Â See all reviewsÂ (16 customer reviews)

Best Sellers Rank: #486,248 in Books (See Top 100 in Books)   #69 inÂ Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design   #2774 inÂ Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

Once again, Logo Lounge gives the most creative and innovative examples of logos anywhere in an unbelivably organized format. As a graphic designer specializing in logos, I find the Logo Lounge library and website completely indispensible. I enjoyed seeing the judges favorites and definitely have a few of my own. The Portraits and Sketches (profiles of specific designers & agencies, identities and their applications) are always interesting and inspiring but don't overwhelm the book as I like to get straight down to business and dive right into the Collections (zillions of great logo examples). I've been designing and collecting design & logo specific books since the 80's and NEVER have any books inspired me more than these. I don't think you really have to be a designer to enjoy this gallery of artwork, but you may just turn into one!

Whether you are fresh out of college or a seasoned Senior designer, you will find this book an amazing resource of ideas, trends and just plain good design.We actually have purchased every volume and they keep getting better and better. Logo Lounge 3 is no different in terms of the unique talent chosen to be showcased in this edition.If you need a design spark look no further, this is the book of choice.[...]

The Logo lounge series is the best logo collections ever. I've been a designer for 25 years and have filled my library with dozens of logo books. LogoLounge 3 is one of the best. The challenge with all design collections is seeing something new. The LogoLounge collection is full of designs you've never seen but wished you had done.It should be in all designers libraries.

Incredibly good and handy reference book, esp when you have creatively-dead moment.The only criticism i have is that the publishers tend to pick out "best" logos that are all very similar in that they are generally 2D (flat colour). Very shooshed-up 3D logos might be a passing fashion but its often what clients demand, and having more GOOD examples of shooshed-up 3D logos will increase the usefulness of this book.Many of the really interesting logos had interesting clients behind them. Its easy to design for record company or even hairdresser as the nature of these clients are already a bit more open minded and creative. Its the conservative corporate clients that are the ultimate challenge, or industries that are hard to depict in a fresh way ie finance/law/IT/maths. Would like to see more of those!

The latest LogoLounge is a great reference book for corporate identity projects. The logos are grouped into categories and presented very cleanly and simply.I have the previous two versions as well, and I will likely continue to add future versions to my own collection.

I gave it to my friend you just acquired her BA degree in Grafic Disign, and she loved it! Very thorough.I. Samayoa

Great book for inspiration and search for the right ideas. This time RockPub. is making few more pages showing how the logos work in the graphic design environment.I was excited to see foreign companies using the latest styles in advertisement, like the russian phone company "BeeLine."Wold highly recoment this book for a graphic design major and advertisement.

If you're familar with the original Logo Lounge and Logo Lounge 2... You will want to check this one out. It doesn't matter what kind of Graphic Designer you are, this book is packed full of design inspiration. 2,000 logos! I definately recommend this book. *****

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