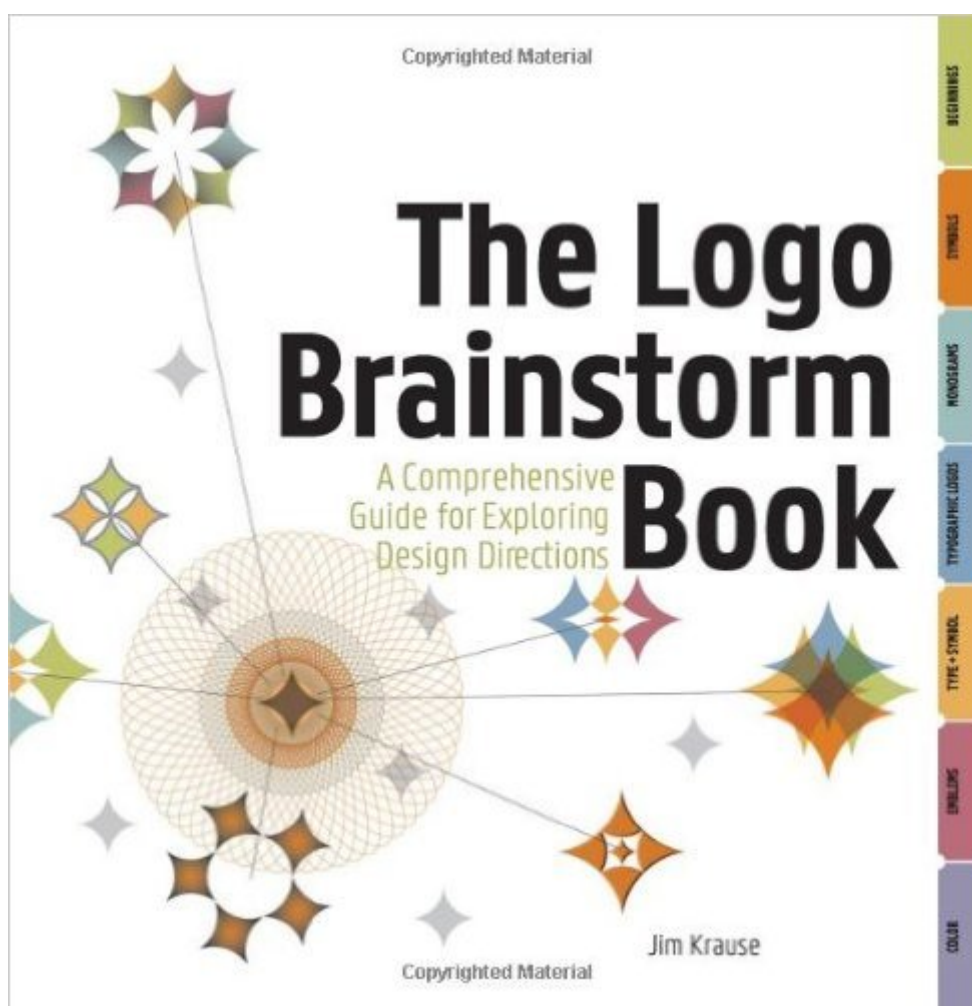# The Logo Brainstorm Book: A Comprehensive Guide For Exploring Design Directions

Synopsis

Don't Wait for Inspiration to StrikeWhether you're facing a new logo project or you've reached a block in your current work, The Logo Brainstorm Book will inspire you to consider fresh creative approaches that will spark appealing, functional and enduring design solutions.Award-winning designer Jim Krause (author of the popular Index series) offers a smart, systemic exploration of different kinds of logos and logo elements, including:SymbolsMonogramsTypographic LogosType and Symbol CombinationsEmblemsColor Palettes Through a combination of original, visual idea-starters and boundary-pushing exercises, The Logo Brainstorm Book will help you develop raw logo concepts into presentation-ready material.

Book Information

Hardcover: 298 pages

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Average Customer Review: 3.7 out of 5 starsÂ Â See all reviewsÂ (28 customer reviews)

Best Sellers Rank: #97,696 in Books (See Top 100 in Books)   #15 inÂ Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design   #20 inÂ Books > Arts & Photography > Graphic Design > Commercial > Book Design   #154 inÂ Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

Here's a book for those days you pick up your drawing pen, scribble for an hour and all you have to show for it is a grocery list written in your best approximation of Helvetica Neue. Ever look for logo inspiration only to reach the conclusion that a disproportionate number of famous logos are for brands of alcohol? Desperate, you read one of those artsy blogs that try to inspire you by telling you to do utterly crazy stuff you would never in a million years try - like taking a walk. Outside. In daylight. Enough of that foolishness!Jim Krause has written no less than eight books with titles containing the word 'index', so it's unsurprising that nearly every double-page spread is an idea prompt. With almost 300 pages, that's a lot of ideas! You'll recognize the ones you rely on most, but there are bound to be a few things you haven't tried yet. I normally start my logos as drawings on

paper, so I'm interested in the techniques that use photos more. The concepts are not groundbreaking - it's not like I'd never seen a logo where an O has been replaced with an icon. But when I'm thumbing through the book with my own specific ideas in mind, it's easy to find prompts that give them a little twist. We all have days when we're not at our best, and we aren't looking for jaw-dropping inspiration so much as nudges to help keep us moving in the right direction.Each chapter is color-coded and has a table of contents, introduction, numerous prompts, and exercises at the end. It's a thick hardbound book and the colored tabs on each page make it very easy to thumb through. There is a fair amount of text for students; I skipped most of it, but what I saw looked like sound advice.

Create a Logo: 7 Easy Steps to Your Client's Dream Logo (Graphic Design, Logo Design, Brainstorm, Branding, Clients, Sketching) The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions Brainstorm: The Power and Purpose of the Teenage Brain Exploring the World of Chemistry: From Ancient Metals to High-Speed Computers (Exploring Series) (Exploring (New Leaf Press)) Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition Logo Design Love: A Guide to Creating Iconic Brand Identities Exploring: Microsoft Excel 2013, Comprehensive (Exploring for Office 2013) Exploring: Microsoft PowerPoint 2013, Comprehensive (Exploring for Office 2013) Exploring Microsoft Office Excel 2016 Comprehensive (Exploring for Office 2016 Series) Exploring Microsoft Office Access 2016 Comprehensive (Exploring for Office 2016 Series) Exploring Microsoft Word 2016 Comprehensive (Exploring for Office 2016 Series) Letterhead and Logo Design 9 Logo Design Logo: The Reference Guide to Symbols and Logotypes (Mini) IBM e(logo)server Certification Study Guide: pSeries AIX System Administration IBM E(Logo)Server Certification Study Guide - Pseries Aix System Support Logo Modernism (English, French and German Edition) Logo, Font & Lettering Bible No Logo: Taking Aim at the Brand Bullies No Logo: 10th Anniversary Edition with a New Introduction by the Author