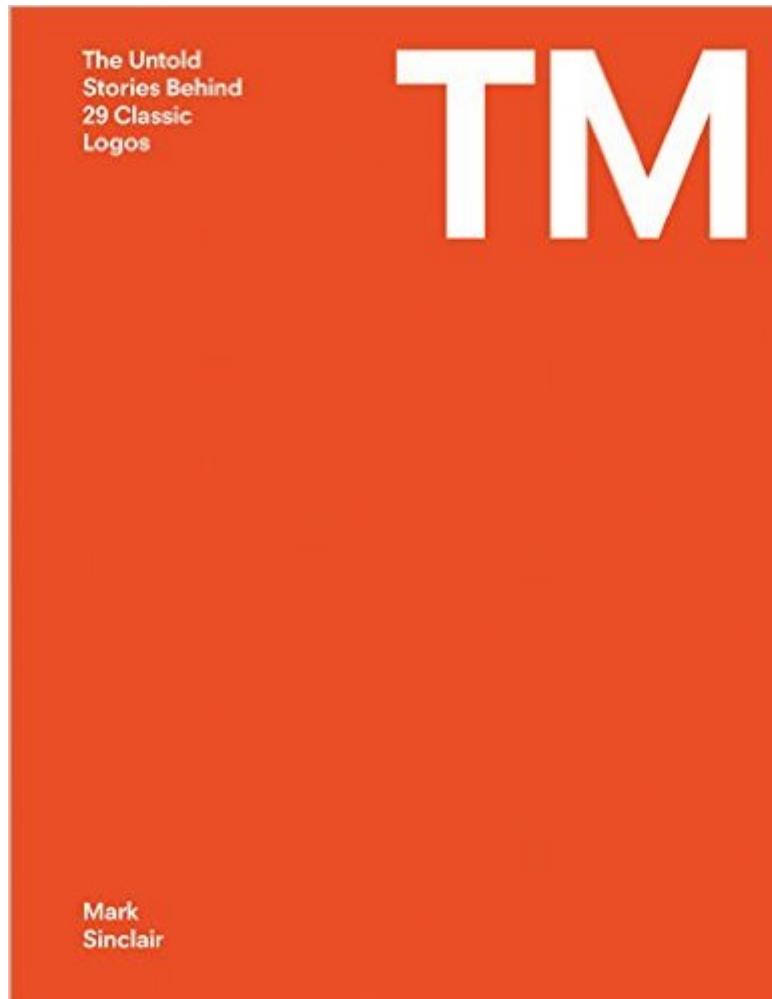


The book was found

TM: The Untold Stories Behind 29 Classic Logos



Synopsis

TM offers graphic designers and those interested in the history of design and branding a uniquely detailed look at a select group of the very best visual identities. The book takes 29 internationally recognized logos and explains their development, design, usage, and purpose. Based upon interviews with the designers responsible for these totems, and encompassing the marks from a range of corporate, artistic, and cultural institutions from across the globe, TM reveals the stories behind such icons as the Coca-Cola logotype, the Penguin Books' colophon, and the Michelin Man. Based upon comprehensive research, authoritatively written and including a wealth of archival images, TM is an opportunity to discover how designers are able to squeeze entire identities into 29 simple logos.

Book Information

Hardcover: 224 pages

Publisher: Laurence King Publishing (September 23, 2014)

Language: English

ISBN-10: 1780671652

ISBN-13: 978-1780671659

Product Dimensions: 8.9 x 1.1 x 11.1 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #190,063 in Books (See Top 100 in Books) #25 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #1435 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

"TM: The Untold Stories Behind 29 Classic Logos" by Mark Sinclair (Laurence King), a.k.a. happy accidents from start to finish. Even the book itself was initiated by a special issue of UK magazine, Creative Review, in which the editorial team was tasked to tell some of the stories behind the creation of some of the world's best-known logos. The outgrowth of that research led to this beautifully designed book which shares some of the untold stories behind classic logos like CN (Canadian National), CBS, British Rail (once Railways, but there wasn't enough time to comp the word, "way" for the presentation), and so on. Images of paths not taken to images one wished were, right down to dispelling the myths behind the once-thought origins or originators of particular logomarks (e.g. peace symbol, Woolmark), this is enjoyable for those who appreciate the art and

craft of logo design. I personally love books like this for 3 reasons: 1. PROCESS: conceptual ideas, rough sketches or very tight explorations are shared, visually leading you to the final solution, 2. PERSEVERANCE: some marks really need to be coaxed out, or in some cases, begrudgingly as an afterthought (Centre Pompidou) and 3. NAPKINS: or any scrap of paper can be the carrier for a great visual idea. (Trust me, itâ™s true!)

A must for the study of typography!

Echoing the three prior reviews, however, for some reason, there are no page numbers :-(

[Download to continue reading...](#)

TM: The Untold Stories Behind 29 Classic Logos Premier League Club Logos: Coloring book on the premier league club logos with information on each team. Great for kids and adults and makes an ideal gift. LOIS Logos: How to Brand with Big Idea Logos Eminem: The Stories Behind Every Song (Stories Behind the Songs) Untold: The Stories Behind the Photographs Left Behind Series Prequel Set (The Rising, Anarchist is Born Before they were Left Behind/ The Regime, Evil Advances Before they were Left Behind/ The Rapture, In the Twinkling of an Eye Countdown to the Earth's Last Days) Conviction: The Untold Story of Putting Jodi Arias Behind Bars Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company and Revolutionized an Industry Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry Print's Best Logos and Symbols: Winning Designs from Print Magazine's National Competition Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Designing Logos: The Process of Creating Symbols That Endure Lord of the Logos: Designing the Metal Underground Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios Street Logos Los Logos 7 Symbols, Logos and Trademarks: 1,500 Outstanding Designs from India Conversation with Joel Meyerowitz (Logos) Car Emblems: The Ultimate Guide to Automotive Logos Worldwide Creating Logos with Type (Intuitive Illustrator)

[Dmca](#)