The book was found
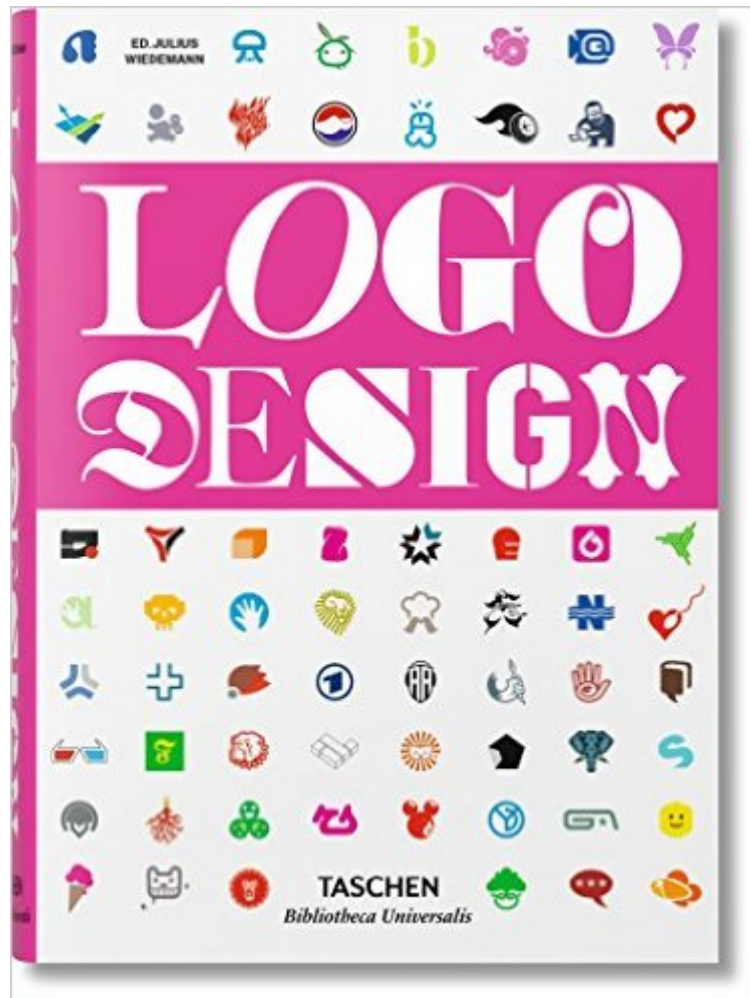
Logo Design

Synopsis

Sure signs:Â Diverse logos from around the world Â A good logo can glamorize just about anything.Â Now available in our popular Klotz format, this sweeping compendium gathersÂ diverse brand markers from around the worldÂ to explore the irrepressible power of graphic representation. Organized into chapters by theme, the catalog explores how text, image, and ideas distil into a logo acrossevents, fashion, media, music, and retailers.Featuring work from bothÂ star names and lesser-known mavericks, this is an excellent reference for students and professionals in design and marketing, as well as for anyone interested in theÂ visuals and philosophy behind brand identity. Â About the Series:Bibliotheca UniversalisÂ â " Compact cultural companions celebrating the eclectic TASCHEN universe at an unbeatable, democratic price!Since we started our work as cultural archaeologists in 1980, the name TASCHEN has become synonymous with accessible, open-minded publishing.Â Bibliotheca UniversalisÂ brings together nearly 100 of our all-time favorite titles in a neat new format so you can curate your own affordable library of art, anthropology, and aphrodisia.Bookwormâ ™s delight â " never bore, always excite! Â Text in English, French, and German

Book Information

Hardcover: 664 pages

Publisher: Taschen (June 12, 2015)

Language: English

ISBN-10: 3836556340

ISBN-13: 978-3836556347

Product Dimensions: 5.9 x 1.8 x 8 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #250,053 in Books (See Top 100 in Books)   #36 inÂ Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design   #933 inÂ Books > Arts & Photography > Graphic Design > Techniques   #1438 inÂ Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

Promising cover but the actual content is full of really poorly designed examples, a great number of those do not fulfill some very basic logo requirements. The way logos are categorized is not exactly helpful, either. If you are into really proper examples of professional, timeless logo design, try "Logo:

The Reference Guide to Symbols and Logotypes" by Michael Evamy. I've bought these two at the same time and the difference is beyond comparison, clearly in favor of the latter.

Not as good logo selection as can be found in other books, but it is one of the most extensive. Excellent price for being a hardcover book with many pages

#cool

Create a Logo: 7 Easy Steps to Your Client's Dream Logo (Graphic Design, Logo Design, Brainstorm, Branding, Clients, Sketching) Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition Letterhead and Logo Design 9 The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions Logo Design Logo Design Love: A Guide to Creating Iconic Brand Identities Logo Modernism (English, French and German Edition) Logo, Font & Lettering Bible Logo: The Reference Guide to Symbols and Logotypes (Mini) No Logo: Taking Aim at the Brand Bullies IBM e(logo)server Certification Study Guide: pSeries AIX System Administration IBM E(Logo)Server Certification Study Guide - Pseries Aix System Support No Logo: 10th Anniversary Edition with a New Introduction by the Author Barred for Life: How Black Flag's Iconic Logo Became Punk Rock's Secret Handshake Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market) Best Magazine Design Spd Annual: 29th Publication Design (Society of Publication Designers' Publication Design Annual) (v. 29) Graphis Product Design 2: An International Selection of the Best in Product Design (Graphis Products By Design) (v. 2) Passover by Design: Picture-perfect Kosher by Design recipes for the holiday (Kosher by Design) Interior Design: A True Beginners Guide to Decorating On a Budget (interior design, decorating your home, home decorating, diy projects, home organization, living room, design) Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design