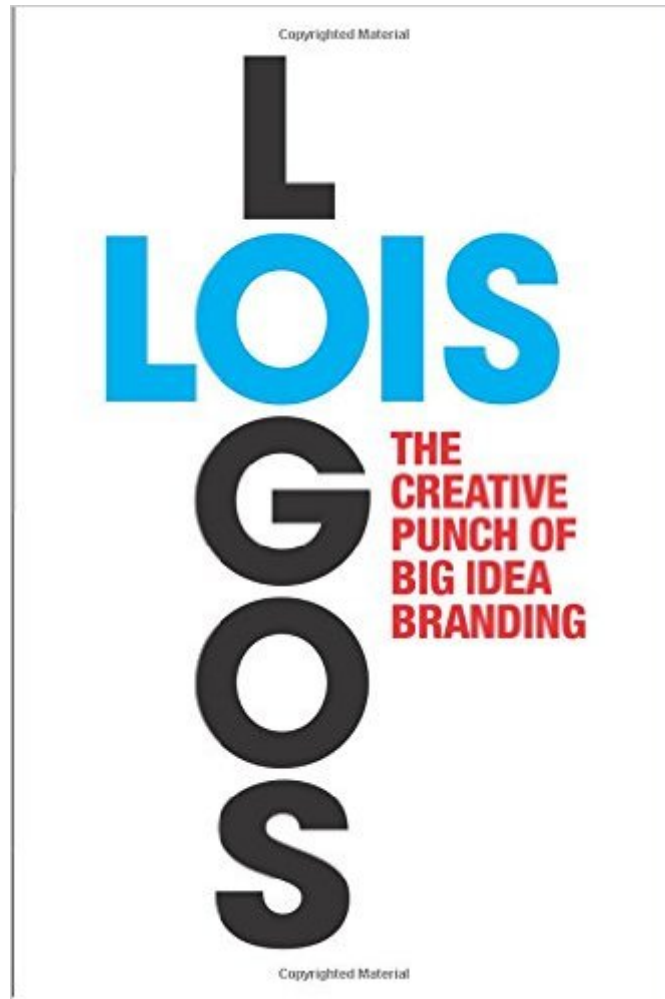


The book was found

LOIS Logos: How To Brand With Big Idea Logos



Synopsis

George Lois is an American icon in graphic design. This book showcases his logos with his own comments on why they work. A bonus in the book is a chapter of world logos made by others with his comments on why they are so good. George continues to prove that a memorable brand name interacting with a strong visual symbol to communicate a humanistic idea is the ultimate art form in graphic communication. If anyone wants to experience the creation of Big Idea Branding, this astounding compilation of his work is the ultimate form of clear, precise, eye-popping communication.

Book Information

Paperback: 224 pages

Publisher: BIS Publishers (October 27, 2015)

Language: English

ISBN-10: 9063693990

ISBN-13: 978-9063693992

Product Dimensions: 5.5 x 0.7 x 8.2 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #864,165 in Books (See Top 100 in Books) #117 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #171 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#) #1652 in [Books > Business & Money > Marketing & Sales > Advertising](#)

Customer Reviews

Probably one of the most creative people in advertising over the last 60 years is George Lois. He created the Logos and print advertisements which are iconic today for New York, Magazine, Nickelodeon and Jiffy Lube and created advertising campaigns for MTV, Time and New York's Off-Track Betting. It was Lois who created the name for a "healthy food" NY restaurant and named it "Spa Cuisine". Of course he didn't copyright "or trade mark" those words so now it's in the dictionary as a common noun. Lois is a great (and funny) speaker - search on YouTube and an author of 5 books on advertising. This book is a bit different. The 224 pages are unnumbered (and there is no index) but each page is populated by one to five color illustrations of logos that Lois was involved with. For each one he gives a brief explanation. He even includes the cover designs of his own books and projects that never happened or are in the works (the cover

design for a forthcoming bio of Chubby Checker). In the rear of the book he devotes about 30 pages to commenting on logos that he was NOT involved in such as Ford, RCA Victor, and Michelin Tires. A lot of his campaigns were for local clients and were not familiar to me but, reading the comments did give me background on his projects. Admen, by their nature, are egotistical and self-promoting. Lois is no different. But his 60+ years of success show that he deserves the accolades. The book is printed on heavy glossy paper and, even though only 5.5x8.5 in size, it weighs in at over a pound. I hope you found this review both informative and helpful. Steve Ramm • Anything Phonographic •

A small-sized book full of one man's logos. It would be boring, except the man happens to be a genius. Even his "rejected" logos are great!

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

LOIS Logos: How to Brand with Big Idea Logos How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity 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. Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands Stonescaping Idea Book (Taunton's Idea Book Series) Ribbon Trims: An Embellishment Idea Book (Embellishment Idea Books) Backyard Idea Book: Outdoor Kitchens, Sheds & Storage, Fireplaces, Play Spaces, Pools & Spas (Taunton Home Idea Books) Kitchen Idea Book (Taunton Home Idea Books) Window Treatments Idea Book: Design Ideas * Fabric & Color * Embellishing Ready (Taunton Home Idea Books) Lois Greenfield: Moving Still The Little Sailboat (Lois Lenski Books) The Little Train (Lois Lenski Books) Superman: Lois and Clark Cowboy Small (Lois Lenski Books) Investigating Lois Lane: The Turbulent History of the Daily Planet's Ace Reporter The Global Brand: How to Create and Develop Lasting Brand Value in the World Market 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)

[Dmca](#)