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Design Dna Logos 50 International Logos Deconstructed

Michael Evamy



Design Dna Logos 50 International Logos Deconstructed:

Design DNA - Logos Matthew Healey, 2010-12-30 Logo design continues to be in the top most popular categories for graphic design books Shows successful international logo solutions Provides useful and practical information that designers can apply to their own work Design DNA Logos is a practical and inspirational guide to logo design and an invaluable sourcebook for any logo designer It works on two levels first by showcasing over 500 successful logos from around the world and then by analyzing how these logos are constructed to communicate and convey brand value The logos in Design DNA Logos are organized by industry sector and each logo is deconstructed to reveal creative solutions by examining and discussing the choice of font color characteristics and imagery and getting to the very heart of its design DNA The design briefs and company histories illustrate how and why the logo design successfully portrays its message Case studies provide further in depth analysis and walk readers through the reasoning behind the design decisions that made the logo work Focus On sections also provide useful information on specific elements such as typography icons and colors and how to apply them to the logo design

Deconstructing Logo Design Matthew Healey, 2010 Deconstructing Logo Design is a practical and inspirational guide to logo design The book works on two levels on one hand it is a showcase of over 500 great logos from around the world but it also goes one step further by analyzing how and why logos are constructed to successfully communicate and convey brand value The logos included in this book are organized by industry sector including Food and Drink Fashion Corporate Travel and Tourism Manufacturing and Marketing Real Estate and Development Retail Health and Beauty Media and Entertainment Sports Nonprofit Public Sector Environment Web and Telecom and Architecture and Design Each chapter deconstructs a range of recent logo solutions by examining and discussing their choice of font color characteristics and imagery A short design brief and company history is also included in order to illustrate how and why the logo design successfully portrays its message A selection of case studies provide further in depth analysis and walk readers through the reasoning behind the design decisions that made the logo work Focus On sections provide useful information on specific elements such as typography icons and colors and how to apply them to the logo design Deconstructing Logo Design allows readers to learn from successful international logo solutions which they can then take away and apply to their own designs It is a must have book for any logo designer

Masters of Design Sean Adams, 2008-09 From the Publisher Masters of Design Logos and Identity features the best logo designers from around the world Each profile delves into the designer's process passions and techniques for successful logos and identities Hundreds of logos and identities are featured in this inaugural volume of the Masters series ranging from simple marks to full scale identity programs See first hand how the masters have created the most recognizable and successful logos adorning our landscape

International Logos & Trademarks, 2001

How To Design Logos Symbols And Icons Gregory Thomas, 2003-04-01 This book steps into the studios of top designers as their ideas happen Case studies trace the evolution of great logos symbols and icons illustrating

the process with initial roughs and intermediary sketches that lead up to the final designs for companies including Nike and IBM In addition this book expands its boundaries to include symbols and icons two rarely covered yet increasingly vital areas of design Gregory Thomas is the owner and principal of Gregory Thomas Associates a Santa Monica based design consultancy the award winning company boasts an international client list that includes CBS IBM Levi Strauss Company Yale University and MCA Universal Pictures LogoLounge Master Library, Volume 3 Catharine Fishel,Bill Gardner,2011-07-01 The third in the seven volume LogoLounge Master Library series Shapes Symbols is a collection of 3 000 shape and symbol based designs gathered from LogoLounge com the largest online collection of logos in the world In addition top designers including Steff Geissbuhler Jerry Kuyper and Hans Hulsbosch share their insights on the values traditions and future of shape and symbol based logo designs Shapes are generally logos that are more concept oriented It is a category that is rich with history culture and present day opportunity Symbols are logos that are based on pictorial representations of concept a heart a star or a cross to name a few In large part their meaning is drawn from the specific base symbol The LogoLounge Master Library series forms the deepest densest most highly focused collection of logos organized by category ever It is organized with the busy motivated designer in mind You can turn to exactly what you need time after time a must have resource for any serious logo designer **LogoLounge** Bill Gardner,Catharine Fishel,2004-09-01 This book takes all the logos that were in Rockport Publisher s best seller LogoLounge and collects them in one small neat pictorial handbook for easy reference There are no lengthy case histories just logos logos and more logos It s a fast paced book featuring one to six logos per page to allow designers to easily shop for ideas Logos are among the most important elements a designer can create so it is no surprise that they are always looking for new fresh ideas LogoLounge delivers just that Its predecessor showcased the logos along with the stories of how they came to be this compact version puts the spotlight on the logos alone making it the perfect handbook to logo design Logos Redesigned David E. Carter,2005-07-05 A company s logo is the most important component of its brand identity So why would a company ever change its logo Because things change the competition the times even the company itself And the company whose logo does not reflect present realities is at a marketing disadvantage In this comprehensively illustrated compendium David E Carter shows 200 corporate logo changes and then discusses each You ll see everything from minor evolutionary changes to complete revolutionary changes where the old logo has been discarded and a totally new one designed Examples of the ultimate logo changes where a new corporate name has been adopted are also included in this book Packed with case studies on logo redesign it features companies both large and small and from a diverse array of industries global firms such as Apple Computer UPS and Time Warner as well as small firms who compete no less vigorously in their own arenas This essential resource will be invaluable to designers ad creatives marketing people and corporate executives whose task it is to keep their firms competitive in this changing world LogoLounge 9 Bill Gardner,Emily Potts,2015-11-30 THE NINTH BOOK IN THE LOGOLOUNGE SERIES once again

celebrates expert identity work by notable designers and up and coming talents from around the world This edition s far reaching collection offers inspiration insight and an indispensable reference tool for graphic designers and their clients Masterminded by Bill Gardner president of Gardner Design the LogoLounge com website showcases the latest international logo creations LOGOLOUNGE vol 9 PRESENTS THE 2 000 BEST LOGO DESIGNS as judged by a select group of identity designers and branding experts Logos are organized into 20 visual categories for easy reference Within each section case studies allow a closer look at designs from diverse firms such as Hornall Anderson Lippincott Tether Von Glitschka Studios OCD and more Each story details the logo design journey from concept to finish LOGOLOUNGE vol 9 is the definitive logo resource for graphic designers brand managers and start ups looking for ideas and inspiration Logotype Michael Evamy,2012-09-24 Logotype is the definitive modern collection of logotypes monograms and other text based corporate marks Featuring more than 1 300 international typographic identities by around 250 design studios this is an indispensable handbook for every design studio providing a valuable resource to draw on in branding and corporate identity projects Logotype is truly international and features the world s outstanding identity designers Examples are drawn not just from Western Europe and North America but also Australia South Africa the Far East Israel Iran South America and Eastern Europe Contributing design firms include giants such as Pentagram Vignelli Associates Chermayeff Geismar Wolff Olins Landor Total Identity and Ken Miki Associates as well as dozens of highly creative emerging studios Retaining the striking black and white aesthetic and structure of Logo also by Michael Evamy and Symbol Logotype is an important and essential companion volume **The Big Book of Logos 5** David E. Carter,Suzanna MW Stephens,2008-02-05 Includes more than 2500 logos selected from thousands of submissions this volume is an ideal reference source for designers to find a huge variety of styles and techniques for logo creation The New Big Book of Logos David E. Carter,2003-08-14 Following in the footsteps of the all time best selling The Big Book of Logos this deluxe full color volume is packed with 2 500 superior new logo designs culled from recent work submitted by top graphic designers from more than 500 firms across the United States It is a treasure trove of inspiring ideas and an invaluable reference for anyone concerned with logo design for corporations retail establishments restaurants entertainment venues and organizations of all kinds **The Big Book of Logos 3** David E. Carter,2004-03-30 David E Carter s Big Book of Logos series is nothing less than an international phenomenon For the first volume David E Carter chose 2 500 logos currently in use and produced a major resource book for logo designers an inspiring showcase of effective logo design from all over the world The variety of styles and techniques covered the complete creative spectrum The Big Book of Logos became one of the best selling graphics books of all time the first best resource to consult when devising a new logo Soon after came The New Big Book of Logos featuring another 2 500 designs and after that The Big Book of Logos 3 which is now available here for the first time in an affordable paperback edition Logo designers are always looking for sources of inspiration wanting to see what s new and this book has it all Every logo designer should have

this on the shelf for frequent use and the new paperback format and pricing will ensure that The Big Book of Logos 3 will take its place alongside the series earlier volumes as an indispensable reference for every designer World of Logotypes Al Cooper,1976 **LogoLounge 6** Catharine Fishel,Bill Gardner,2011-02-01 Logos define distinguish and disseminate a company's core message It is no wonder that creating successful marks takes a well conceived strategy and a skilled hand This book the sixth in the series once again celebrates the brilliant work top designers around the world have created for clients both large and small This diverse collection offers a wealth of inspiration and insights for graphic designers and their clients Created by Bill Gardner president of leading design firm Gardner Design the LogoLounge website www.logolounge.com showcases the work of the world's top designers as well as up and coming new talent The book presents the site's best designs of the past year as judged by an elite group of name brand designers The first portion of the book profiles ten top designers and spotlights their biggest newest campaigns A handful of their smaller projects are also featured in this section along with unused logos that have never before been seen The second half of the book contains almost 2 000 logos organized by visual categories LogoLounge 6 features the work of superstar artists and firms such as Stefan Sagmeister Landor Saffron Jessica Hische and MetaDesign With 2 000 logos from every corner of the earth this visually compelling volume is the go to resource for inspiration from the best in the field *Logo* Michael Evamy,2015-02-10 The next time you are tempted to design a logo take a look at this book Chances are it has already been done By raising the bar this wonderful resource will make better designers of all of us Michael Bierut This vast collection of over 1 300 symbols and logotypes clearly arranged across 75 different categories according to their basic visual form includes the work of past masters such as Paul Rand and Saul Bass alongside some of the most exciting work from contemporary designers This is a complete taxonomical guide to the history development and style of identity design International Logos and Trademarks 3 Supon Design Group,1997 Judged the best of over 3 200 entries from 28 countries the projects featured represent a great diversity of original work They include outstanding corporate product and event logos annual reports stationery packaging and identity campaigns *International Logos and Trademarks* ,1998 LogoLounge 7 Bill Gardner,Anne Hellman,2012-08 This celebratory book the seventh in the series once again pays tribute to the brilliant work top designers around the world have created for a diverse clientele This inspiring collection provides a wealth of insight for graphic designers and their clients The LogoLounge website www.logolounge.com showcases the work of the world's top designers as well as up and coming new talent and this book presents the site's best designs of the past year as judged by an elite group of name brand designers The first portion LogoLounge 7 profiles ten top designers and spotlights their biggest newest campaigns A handful of their smaller projects are also featured in this section along with unused logos that have never before been seen The second half of the book contains almost 2 000 logos organized by visual categories *International Logos & Trade Marks* ,1991

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