Letterhead And Logo Design 9

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ROCKPORT

LETTERHEAD & LOGO DESIGN 9

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Synopsis

This latest edition in the best-selling annual Letterhead and Logo Design series features the most innovative and exciting work in the field from well-known design leaders, new design firms, and cutting-edge artists. From logos to labels, business cards to envelopes, the creative techniques and full-color images portrayed in this broad range of work will inspire new design solutions for age-old challenges that beg for a fresh approach. Both design firms and their clients will find this an invaluable resource for inspiration and ideas that grab the viewer's attention and create a lasting impression.

Book Information

Series: Letterhead and Logo Design (Book 9)

Hardcover: 240 pages

Publisher: Rockport Publishers (September 1, 2005)

Language: English

ISBN-10: 1592531822

ISBN-13: 978-1592531820

Product Dimensions: 9 x 1 x 11 inches

Shipping Weight: 3.4 pounds

Average Customer Review: 4.4 out of 5 stars See all reviews (20 customer reviews)

Best Sellers Rank: #781,334 in Books (See Top 100 in Books)   #108 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design   #150 in Books > Arts & Photography > Graphic Design > Commercial > Advertising   #2309 in Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

Rockport Publishers continues their long-running design book series with Letterhead & Logo Design 9, this volume by Christopher Simmons and his San Francisco design firm MINE. The designs presented in the book were selected from over 3000 submissions from identity designers in 38 states and 40 countries. With a new spin on the publication series, the nearly 300 examples of logos, stationery packages, and other promotional items presented in this volume are organized by attributes, rather than the usual categorization by industry or type of client. The selection of designs exhibited was based on beauty, wit and whimsy, simplicity, subtlety, virtuosity, typography, materiality and miscellany. The latest, and freshest, addition to the on-going Rockport collection will elicit many "damn, why didn't I think of that?" thoughts and provide a great deal of inspiration to any

graphic designer with even the slightest interest in logo design. - Jeff Fisher, writer of bLog-oMotives and "Logo Notions" at CreativeLatitude.com

There is no doubt this book contains some beautiful and smart logos. I just wish more information would have been given about the clients. In fact, some of the best logos in the book are in the introduction, designed by the author, and here a very brief desciption of the client is given (such as "Logo to identify certified vegan foods"). But this stops once the heart of the book begins. To be fully appreciated, a logo needs to have context, and none is given in this book except for the client's name (such as "VIP Industries" - who?).Nevertheless, definitely worth buying.

This book was a wonderful source for design inspiration. So many different styles from very simple to complex.If you are ever facing designer's block, this will really get some ideas flowing. It's also a good reference for current design trends.

I bought this book for the letterhead samples as I recently purchases Tres Logos but after reviewing this book, I like the format examples and that they gave the name of the company and of the designers. This book definitely gave me inspiration, it is well organized and shows a wide variety. Only down fall for me was when they showed business cards they didn't always show the front and back. Usually just one side. I would recommend this book to anyone.

I was hasty about getting this book vs. some of the newer logo books out there. I read all of these reviews and everyone keeps saying how it will stir up inspiration. I have to agree. I bought this in hopes that it would help inspire me for a logo project I was working on. Sure enough, it did. Regardless of being a little bit dated, it has a lot really interesting ideas.

This book is just beautiful and well designed. Very little information on the logos, designes, etc., but actually this is kind of a catalog with quite a varied collection of excellent logos and a few letterhead designs that really are outstanding. Therefore it serves it's purpose well. I am a self taught graphic artis that sometimes runs out of Ideas and/or inspiration. Browsing through these pages sparks some light to my senses. I do it very often, even if I don't have a specific related work in mind. This type of books serves well to keep us fresh and up to date with what is going on in the market.I do recomend this book to anyone with the ocassional need for inspiration.

I thumbed through and read this book in about an hour last night, and saw some annoying typos, so it seems the proofing stage might have been skipped... but regardless, I was inspired by what I saw in there, for sure, and can only hope and pray that I'm good enough to be in that book someday. (And by the way, if I ever get in, you are FREE to spell my name however you please.) ;) I'd recommend this book.

i'm a graphic designer student and I needed a book that shows me some logos and letterhead...This is a goob book, nothing amazing though, but very cool that shows a lot of good stuff (nothing outdated)I liked it a lot (not my favorite) and in it saw stuff that gave me good inspiration...

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