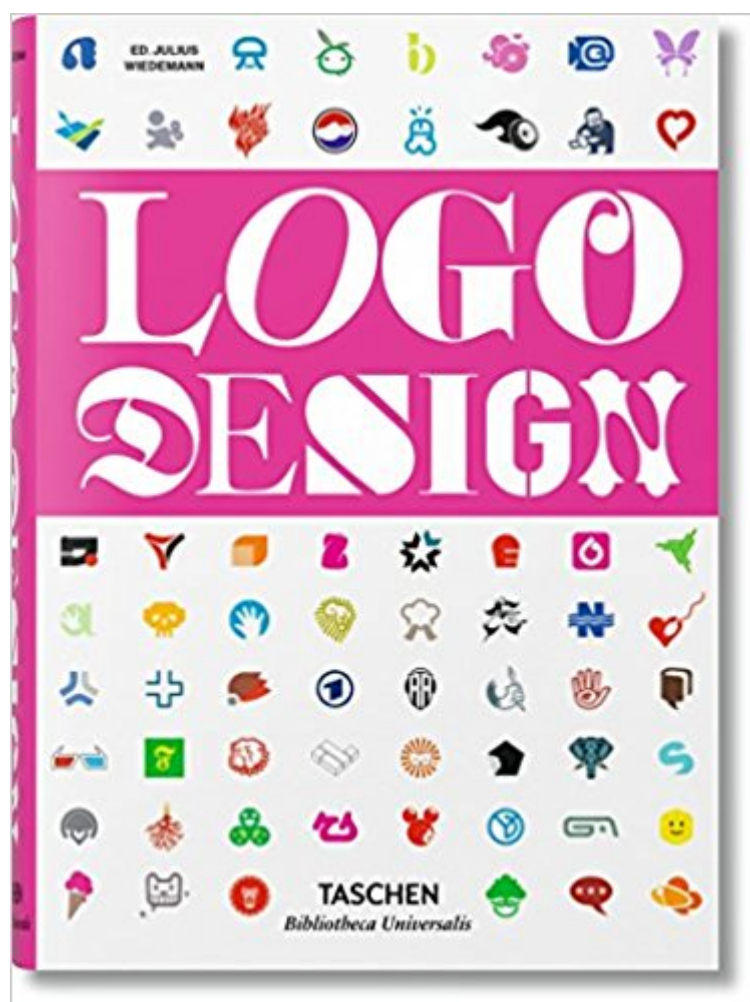


The book was found

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 across events, 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. Bookwormsâ™ delight â ” never bore, always excite! Â Text in English, French, and German

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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

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