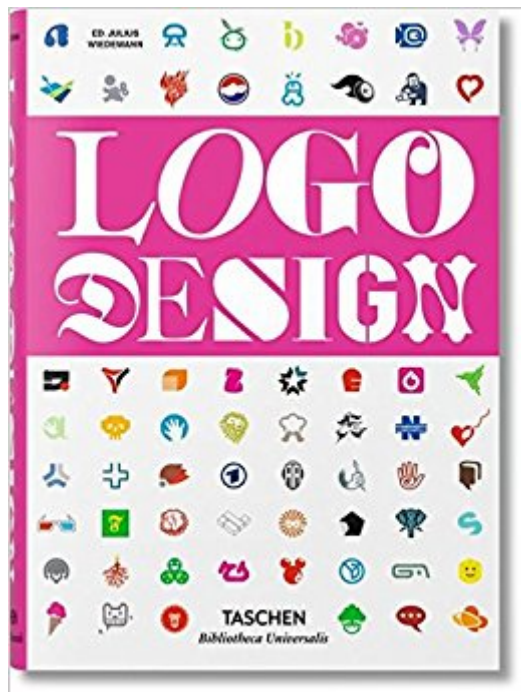


The book was found

# Logo Design



## Synopsis

Sure signs: A Diverse logos from around the world A A good logo can glamorize just about anything. A Now available in our popular Klotz format, this sweeping compendium gathers A diverse brand markers from around the world A 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 both A 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 the A visuals and philosophy behind brand identity. A About the Series: Bibliotheca Universalis A A A • 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. A Bibliotheca Universalis A 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. Bookworm A A s delight A A • never bore, always excite! A A 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: 3.7 out of 5 stars 7 customer reviews

Best Sellers Rank: #433,796 in Books (See Top 100 in Books) #61 in A Books > Arts &

Photography > Graphic Design > Commercial > Branding & Logo Design #1317 in A Books >

Arts & Photography > Graphic Design > Techniques #2494 in A Books > Arts & Photography >

Decorative Arts & Design

## Customer Reviews

Julius Wiedemann studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN titles include *Illustration Now!*, *Logo Design*, *Jazz Covers* and *Information Graphics*.

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.

The book seems promising, but it mainly consists of half-baked, poor examples. I expected the book to include well-known logos, but have only seen cheap mock ups. It's fine overall, but don't be surprised if your expectations exceed its reality.

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

Lots of great logos to look at, but there's literally no explanation or context for anything. If all you want is logos, it's a 5 ⭐ Rating

Got On time and for sure I can recommended!

Excellent product this item meet my expectations

#cool

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

Letterhead and Logo Design 11 (Letterhead & LOGO Design (Quality)) Letterhead & Logo Design 7 (Letterhead and Logo Design) Letterhead and Logo Design 9 (Letterhead & LOGO Design (Quality)) (v. 9) LOGO Design Workbook: A Hands-On Guide to Creating Logos [LOGO DESIGN WORKBK] Logo Design - How to Create Logo That Stands Out LOGO DESIGN 5 (Graphis Logo/Letterhead) (No. 5) Logo! 4 Foundation Student Book (Logo! for Key Stage 4) The Logo Design Toolbox: Time-Saving Templates for Graphic Design Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition Logo Design Workbook: A Hands-On Guide to Creating Logos Effective Logo Design: Guidelines for Small Business Owners, Bloggers, and Marketers Letterhead

& Logo Design 8 The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design  
Directions Logo Design Logo Design Love Design, When Everybody Designs: An Introduction to  
Design for Social Innovation (Design Thinking, Design Theory) Logo: The Reference Guide to  
Symbols and Logotypes (Mini) Logo Modernism (English, French and German Edition) Logo, Font &  
Lettering Bible

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)