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Logo: The Reference Guide To Symbols And Logotypes (Mini)



Synopsis

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 of Pentagram DesignThe logo bible, this book provides graphic designers with an indispensable reference source for contemporary logo design. More than 1300 logos are grouped according to their focal form, symbol and graphic associations into 75 categories such as crosses, stars, crowns, animals, people, handwritten, illustrative type, etc. To emphasize the visual form of the logos, they are shown predominantly in black and white. Highlight logos are shown in colour. By sorting a vast, international array of current logotypes ranging from those of small, design-led businesses to global brands in this way, the book offers design consultancies a ready resource to draw upon in the research phase of identity projects. Logos are also indexed alphabetically by name of company/designer and by industrial sector, making it easy to piece together a picture of the state of the identity art in any client's marketplace.

Book Information

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Customer Reviews

Michael Evamy is a design journalist, author, and copywriter and works with major design companies on branding and identity projects. His previous books include *Logo* and, with Lucienne Roberts, *Insight*.

This is a nicely conceived book but has a few problems. None of which stopped me from buying

it! The design and typography used to differentiate sections of the book (groups and categories in the book or classifications of types of symbols, logotypes, signatures, etc.) is difficult to use. If the actual type and design to differentiate these sections had been more clearly done, the book would have been much more useful and leveraged one of its greatest assets. (So, whoever designed the book made that mistake!) The last section of the book is on multiple solutions used for one identity. This is in contrast to most identity design which uses only one logo or symbol (Apple, Nike, 99% of the book). This multiple identity solution (sorry, the author calls it something else but I don't have the book with me at home while I write this) is a trend that is emerging slowly over the past 10-15 years. But the coverage in this book is very thin. There are a number of other examples of this method which are not included. I wish there was more on this. One thing I would like to have seen more of is deeper historical context of identities. More text on, about, why, and who of each or most of the designs. Right now, it is just a picture collection. Not so much a flaw but something to consider - This book has the greats. Old and newer and very new. But it also has some real silly stinker examples. You wonder, why is that logo in here? For example: the ugly reworking of the UPS logotype shield. Why include this? (and I am not a fan of Paul Rands original although, it would have been far better to include for historical impact purposes) Indeed, this is the bible and shows the good, the bad, and the ugly but all on a level playing field.

Essential for graphic designers. Good source of inspiration and ideas.

I like this book for reference when it comes to thinking up an idea or concept for a logo. It helped me come up with a concept logos for one of my clients who wanted a brand new look for his company. It has great high end and recognizable logos. I recommend this book for those who have a hard time coming up with logo designs or get art block or even want to get inspired developing new styles of logos. Hope you enjoy.

Excellent resource for professional, world class logo works. Probably 95% in black and white, though, which only serves to show how great logos work even in single color. Categorization of different type of logos is rather helpful when you need to narrow down your search. I keep recommending it as fantastic reference material.

Great book for getting your best ideas mind mapped out. It's a very authentic book that moves you in the right direction for designing ideas with meaning. The book also helps with overcoming the fear

of logo mills. It lets you know that logo mills even though are popular with some people, your authentic, well-crafted ideas come from what I like to call luxury designers with substance & beautiful creative minds.

Great logo design reference with many, many, many different logos included.

So many inspiration of some of the best logos in the world, made me have a broader scope in logo design. Excellent book

This is a great refresher for anyone looking for inspiration in their designs. It's a great book to just pick up and skim through. Enjoy the visuals, the explanations and how everything is focused toward the great logo treatments in this book.

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