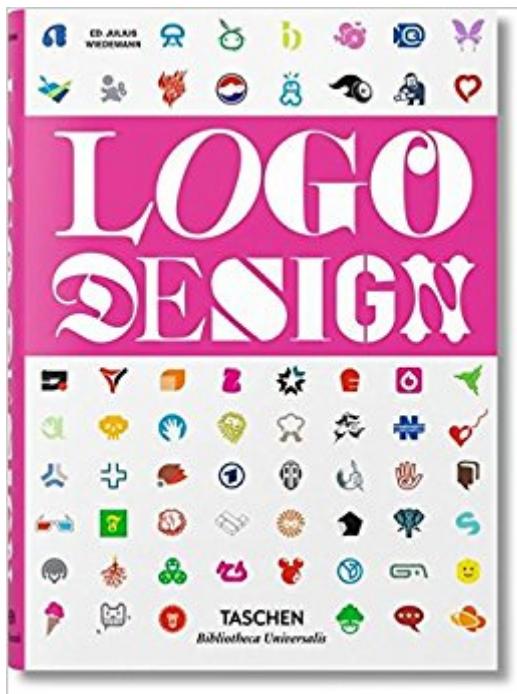


The book was found

Logo Design



Synopsis

Sure signs: Diverse logos from around the world A good logo can glamorize just about anything. Now available in our popular Klotz format, this sweeping compendium gathers diverse brand markers from around the world 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 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 visuals and philosophy behind brand identity.

About the Series: *Bibliotheca Universalis* " 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. *Bibliotheca Universalis* 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's delight " never bore, always excite! Text in English, French, and German

Book Information

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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

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