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# LogoLounge 5: 2,000 International Identities By Leading Designers (Logolounge (Hardcover)) (v. 5)



## Synopsis

The fifth volume in the best-selling LogoLounge series brings together an exciting collection of 2,000 totally new logos from designers worldwide submitted to LogoLounge.com, the largest collection of logo designs in the world. The front of the book contains an inspiring series of articles, featuring top-notch design work from such world design leaders as Lippincott, Felix Sockwell, Fragile, Cato Purnell, Chermayeff & Geismar, Mattson Creative, Moving Brands, Origin Communications, and Hulsbosch. The second part of the book contains 2,000 logos logically organized by category (typography, crests, people, mythology, nature, sports, and so on), plus additional articles on the latest work by Interbrand, Design Ranch, Von Glitschka, Landor and more.

## Book Information

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Photography > Graphic Design > Commercial > Branding & Logo Design #177 in Books > Arts &

Photography > Graphic Design > Commercial > Advertising #5039 in Books > Arts &

Photography > Decorative Arts & Design

## Customer Reviews

Bill Gardner is president of Gardner Design in Wichita, Kansas, and has produced work for Cessna, Thermos, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics. His work has been featured in Communication Arts, Print, Identity, Graphis, New York Art Directors, the Museum of Modern Art, and many other national and international design exhibitions. He is the founder of LogoLounge.com and the author of LogoLounge 1, 2, 3, 4, 5, 6, and 7, the LogoLounge Master Library series, the annual LogoLounge Logo Trend Report, and Logo Creed. Catharine Fishel specializes in working with and writing about designers and related industries. Her writing has appeared in many leading publications, including PRINT, Communication Arts, Graphis, ID, and

many others. She is editor of the website <http://www.LogoLounge.com> and is the author of books including Paper Graphics, Minimal Graphics, Redesigning Identity, The Perfect Package, Designing for Children, LogoLounge I-VI, the LogoLounge Master Library series, and How to Grow as a Graphic Designer. She lives in Peoria, Illinois.

I own the entire collection of this series and while I do enjoy them this one was not as great as the first one. It is still an excellent source for trend-spotting visual designs and inspire some concept work. As a designer anything you can add to your arsenal to kick-start your brainstorming process is a must have.

Top quality printing and production. I have several logos published in many of the LogoLounge books, including the Master Library books and I have been very pleased how they were printed and how the colors turned out. Recommended for all graphic/logo designers, for any office waiting room table or creative person's home coffee table or library. For anyone who might find logo design interesting, there are many top quality logo designs published here.

I purchased this and the first logo lounge mini for some idea generation for a logo project I was working on. I am a graphic designer who has been out of the business for quite awhile and my current library of logo/graphics type books was close to 20 years old. I just needed something quick to look at and scan through for some newer fresh ideas. Saw one of the original sized versions in a book store and really liked what I saw, unfortunately I just didn't like the price (\$50 retail). Then I saw these mini versions here at and thought I'd give it a shot. These books worked perfectly, the pages and logos are smaller than the original logo lounge book versions but when scanning through logos for ideas this really doesn't make any difference as a good logo whether large or small should be easily identified. Granted these books and logos are a number of years old but they will still help generate ideas. For the price I think these are a great value. I'll be purchasing more of these great mini idea generators in the future.

I love these books for inspiration and thought I would try the digital version, since my art book collection is too heavy to travel with. I found the logos too small to view properly especially the crest logos and scripts. If you chose to enlarge the pic, the logo just got digitized and even harder to view. Still love the hard copies, just not the digital version... It needs some work.

Lots of pictures of different logos and the book is arranged in a very orderly manner. Excellent book!

Thanks! I love these books, so when they come out in soft cover I like to pick them up to add to my design book library. We move too much to get a bunch of hard cover books.

Thanks! I love these books, so when they come out in soft cover I like to pick them up to add to my design book library. We move too much to get a bunch of hard cover books.

Great series, as always. Well organized by categories and nice, easy-to-use layout.

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