Scarica ebook Logo: The Reference Guide to Symbols and Logotypes (Corporate Identity Book, Branding Reference for Designers and Design Students)

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Books Details

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Books Descriptions

"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 BierutThis vast collection of over 1,300 symbols and logotypes ? clearly arranged across 75 different categories according to their basic visual form ? includes the work of past masters, such as Paul Rand and Saul Bass, alongside some of the most exciting work from contemporary designers.This is a complete, taxonomical guide to the history, development and style of identity design.

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