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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.

Logo: The Reference Guide to Symbols and ... - Laurence King

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Logo - Laurence King US

With details about the design accompanying most entries and a new set of 'spotlight' entries, Logo remains a complete, taxonomical guide to the history, development and style of identity design. Michael Evamy is a design journalist, author and copywriter, and works with major design companies on branding and identity projects.

Logo, revised edition - Laurence King Publishing US ...

Logo, revised edition This bestselling branding bible has provided graphic designers with an indispensable reference source for over a decade. Author: Michael Evamy

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Publisher: Laurence King Publishing (October 4, 2007) Language: English; ISBN-10: 185669528X; ISBN-13: 978-1856695282; Product Dimensions: 7.7 x 1.7 x 9.8 inches Shipping Weight: 2.8 pounds; Customer Reviews: 4.5 out of 5 stars 147 customer ratings; Amazon Best Sellers Rank: #2,236,172 in Books (See Top 100 in Books) #372 in Branding & Logo Design

LOGO: Evamy, Michael: 9781856695282: Amazon.com: Books

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9781856695282 - LOGO by Michael Evamy

Logo, by Michael Evamy. Logo is a reference guide by design journalist Michael Evamy, published in 2007 by Laurence King. "Logo showcases the greatest logos in use today. Whether it is the product of a flash of inspiration or a flood of research, the logo remains one of the most powerful resources available to organisations for winning the attention of a global, time-poor audience."

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The 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.

Logo by Michael Evamy - Goodreads

Michael Evamy. Logotype mini is the definitive modern collection of logotypes, monograms, and other text-based corporate marks. Featuring more than 1,300 international typographic identities, by around 250 design studios, this is an indispensable handbook for every design studio, providing a valuable resource to draw on in branding and corporate identity projects.

Logotype - Laurence King US

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Logo (Book, 2007) [WorldCat.org]

Logo: The Reference Guide to Symbols and Logotypes (Corporate Identity Book, Branding Reference for Designers and Design Students) (Mini) [Evamy, Michael] on Amazon.com. *FREE* shipping on qualifying offers. Logo: The Reference Guide to Symbols and Logotypes (Corporate Identity Book, Branding Reference for Designers and Design Students) (Mini)

Logo: The Reference Guide to Symbols and Logotypes ...

Laurence King Publishing; Publication date: 02/10/2015; Series: Mini Series; Pages: 352; Sales rank: 569,752; Product dimensions: 7.70(w) x 6.00(h) x 1.20(d) About the Author. 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 ...

Logo: The Reference Guide to Symbols and Logotypes by ...

Logo Autor: Evamy, Michael Nakladatel: Laurence King EAN: 9781856695282 ISBN: 9781856695282 Popis: 1× kniha, brožovaná, 352 stran, anglicky Rozm?ry: 24,5 × 19 cm Rok vydání: 2007 Jazyk: anglicky

Logo - Michael Evamy | KOSMAS.cz - vaše internetové ...

According to Michael Evamy's "Logo", a logo is one of the most powerful resources which brands have to attract attention from a global public rushed lives. They're identity marks designed to be easily recognized. ... EVAMY, Michael "Logo", Laurence King Publishing, New York, 2007 BASSAT, Luis "El libro rojo de las marcas"

About Us and What We Do - Closing Logos

Logotype by Evamy, Michael (2012) on Amazon.com. *FREE* shipping on qualifying offers. Logotype by Evamy, Michael (2012) ... Logo: The Reference Guide to Symbols and Logotypes (Corporate Identity Book, Branding Reference for Designers and Design Students) (Mini) ... Publisher : Laurence King Publishers (January 1, 1900) ASIN : ...

Logotype by Evamy, Michael (2012): Amazon.com: Books

Logotype mini is an important and essential companion volume to Logo: The Reference Guide to Symbols and Logotypes (Michael Evamy) and Symbol (Steven Bateman and Angus Hyland) — also available in mini formats. • Features more than 1,300 typographic logos in use today around the world, sorted visually into 50+ categories

Logotype: (Corporate Identity Book, Branding Reference for...

Buy LOGO by Michael Evamy online at Alibris. We have new and used copies available, in 1 editions - starting at \$13.39. Shop now.

"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 Design, on the first edition of Logo This bestselling logo bible has provided graphic designers with an indispensable reference source for over a decade, and over 300 new logos have been added to this fully revised and updated edition. All the logos are grouped into categories such as crosses, stars, crowns, animals, and people, and are shown in black and white to emphasize the visual form of the logos. This offers designers a ready resource to draw upon in the research phase of identity projects. Logos are also indexed alphabetically by name of designer, and by industrial sector for ease of use.

Logotype is the definitive modern collection of logotypes, monograms and other text-based corporate marks. Featuring more than 1,300 international typographic identities, by around 250 design studios, this is an indispensable handbook for every design studio, providing a valuable resource to draw on in branding and corporate identity projects. Logotype is truly international, and features the world's outstanding identity designers. Examples are drawn not just from Western Europe and North America but also Australia, South Africa, the Far East, Israel, Iran, South America and Eastern Europe. Contributing design firms include giants such as Pentagram, Vignelli Associates, Chermayeff & Geislar, Wolff Olins, Landor, Total Identity and Ken Miki & Associates as well as dozens of highly creative, emerging studios. Retaining the striking black-and-white aesthetic and structure of Logo (also by Michael Evamy) and Symbol, Logotype is an important and essential companion volume.

Logotype mini is the definitive modern collection of logotypes, monograms, and other text-based corporate marks. Featuring more than 1,300 international typographic identities, by around 250 design studios, this is an indispensable handbook for every design studio, providing a valuable resource to draw on in branding and corporate identity projects. Logotype mini is truly international, and features the world's outstanding identity designers. Examples are drawn not just from Western Europe and North America but also Australia, South Africa, the Far East, Israel, Iran, South America and Eastern Europe. Contributing design firms include giants such as Pentagram, Vignelli Associates, Chermayeff & Geislar, Wolff Olins, Landor, Total Identity and Ken Miki & Associates as well as dozens of highly creative, emerging studios. Logotype mini is an important and essential companion volume to Logo and Symbol minis.

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 Design The 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.

The four hundred marks reproduced in this book represent the diverse array of identity work produced by Pentagram's partners, past and present, since the company was founded in 1972. Over the past four decades, Pentagram has designed marks for large corporations and small businesses, government agencies and non-profit institutions, clubs andsocieties, and even individuals, all of whom were seeking a representative symbol to appear on letterhead and books, buildings and websites, and everywhere else imaginable. Previously only distributed in a limited edition, this invaluable book is now made available in a paperback version and will provide inspiration for all graphic designers working on identity projects.

Symbols play an integral role in branding programs. This book explores the visual language of symbols according to their most basic element: form. Over 1,300 symbols from all over the world are here categorized by visual type, divested of all agendas, meanings, and messages that might be associated with them so that the effectiveness of their composition and impact can be assessed without distraction and so that the reader can enjoy them as a pictorial language in their own right. Every symbol is captioned with information on who it was designed for, who designed it, when, and what the symbol stands for. These sections are interspersed with short but detailed case studies featuring classic examples of symbols still in use, and exceptional examples of recently designed symbols. This comprehensive volume is an indispensable resource for designers working on identity systems, and an engaging showcase of this exciting field. Now in a compact format.

This book offers a rare chance to read what graphic designers feel about their education and profession. Fifty influential designers give the low-down about their student days and their professional lives. A piece of their college work is shown alongside an example of current work. Each designer also offers a key piece of advice and a warning, making this a must-read for anyone embarking on a career in design. The book looks at the process a designer goes through in finding their 'voice'. Topics addressed include how ideas are researched and developed; design and other cultural influences, then and now; positive and negative aspects of working as a designer; motivations for becoming a designer; and whether it's really possible to teach design. Contributors include Stefan Sagmeister, James Goggin, Karlssonwilker, Studio Dumbar, Cornel Windlin, Daniel Eatock, Spin, Hyperkit and Christian Küsters.

Leading his readers on a voyage through the visual shorthand of modern life, the author argues that we are relying less on words for navigating the world than on images and graphic devices. This sourcebook shows the attempts of designers to condense words and data down to their simplest equivalents. It illustrates the familiar, the peculiar and the confusing visual language that we are asked to interpret (symbols, graphs and charts, maps) mixed up with the more graphic examples of data storage and identification that are read not by humans but by machines (barcodes, magnetic strips, holograms). Featuring airport signs, road markings, pictograms, maps, diagrams, packaging, logos and symbols, this compendium of visuals shows not only the norms of wordless graphic communication but also how these vary around the world when interpreted by local individuals for different cultures

"This vast collection of over 1,300 symbols and logotypes--clearly arranged across 75 different categories according to their basic visual form--includes 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"--Page [4] of cover.

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