

# Design: Logo

An exploration of  
marvelous marks,  
insightful essays, and  
revealing reviews



Paul Howalt  
Von Glitschka

# Design Logo An Exploration Of Marvelous Marks Insightful Essays And Revealing Reviews

**Paul Howalt, Von Glitschka**



## **Design Logo An Exploration Of Marvelous Marks Insightful Essays And Revealing Reviews:**

Design: Logo Paul Howalt, Von Glitschka, 2013

Design: Logo Von Glitschka, Paul Howalt, 2013-12-01

At some point in your career as a designer you're bound to work on a logo. Design Logo, the exciting new book in our Design series, is an inspirational resource created for everyone who works or wants to work on logo design. Design Logo showcases over 300 eye-catching logo designs chosen by two leading identity designers. In addition to being an inspirational guide, this book also includes helpful information such as Close Ups in which the authors dissect 20 projects and point out the details that make each so successful and five insightful essays by prominent logo designers. This must-have resource puts inspiration right in your hands, allowing you to peruse your ideas and see what other designers are doing in the field. With over 300 exemplary logo designs, you'll be primed and ready to create outstanding designs of your own.

**The Elements of Logo Design** Alex W. White, 2017-09-05. A Visually Stunning Guide to Learning the Art of Logo Design. Designers looking to learn the art of designing logos need look no further than *The Elements of Logo Design* by world-renowned designer Alex W. White. Unique in its approach to explaining how to design marks, *The Elements of Logo Design* explores design unity, typography, and its expression as frozen sound, how a logo fits into a greater branding strategy, and how to build a logo. With more than four hundred examples culled from advertising, editorial, and web use, readers will gain a comprehensive understanding of universally shared graphic design principles. These principles are then applied to logo design, specifically relating the discipline to all other graphic design. Chapters include such topics as Logic in design, Relationships, hierarchy, and structure, Differences and similarities in design, Research and planning an identity, How to build a logo using type, image, and space, Letterforms, type and fonts, Type alteration, Semiotics, icons and symbols, Image to image relationships. With a foreword by Jerry Kuyper, who is widely recognized as one of the top twenty-five logo designers of all time, *The Elements of Logo Design* is a formidable resource for learning the art of branding and making marks.

**Masters of Design** Sean Adams, 2008-09. From the Publisher. *Masters of Design: Logos and Identity* features the best logo designers from around the world. Each profile delves into the designer's process, passions, and techniques for successful logos and identities. Hundreds of logos and identities are featured in this inaugural volume of the Masters series, ranging from simple marks to full-scale identity programs. See first-hand how the masters have created the most recognizable and successful logos adorning our landscape.

*The New Big Book of Logos* David E. Carter, 2000. Following in the footsteps of the all-time best-selling *The Big Book of Logos*, this deluxe full-color volume is packed with 2,500 superior new logo designs culled from recent work submitted by top graphic designers from more than 500 firms across the United States. It is a treasure trove of inspiring ideas and an invaluable reference for anyone concerned with logo design for corporations, retail establishments, restaurants, entertainment venues, and organizations of all kinds.

The Big Book of Logos David E. Carter, 2001. This incredible treasury of more than 2,500 logos were selected from over 10,000 submissions from the 500 best design firms in America. No wonder

The Big Book of Logos has become a must have for everyone interested in design This classic reference source provides a huge variety of styles and techniques designers can flip through for inspiration      **Design Matters** Capsule,2007-06-01 The nuts and bolts of effective logo design The design bar is at an all time high for those brave enough to participate in the industry Today s designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace Unfortunately most design books only focus on type color and layout issues The Design Matters series takes a more in depth approach allowing designers to learn not only how to create work that is aesthetically appealing but that is also strategy driven and smart This book focuses on creating logos while others in the series dissect brochures packaging publications and letterhead systems Each book offers all the essential information needed to execute strong designs in concert with beautiful and well crafted examples so readers can successfully hit the mark every time      Logo Design: Illustrating Logo Marks ,2016 This logo design course is all about craftsmanship of the artwork the minutia of building logo marks It s focused on what goes into the execution of a good logo because it won t matter what the idea is if you design it poorly Von Glitschka explains how drawing complements the brainstorming and design process introduces time tested build methods for vector based graphics and explains how to make the critical decisions around format color and other aspects of brand identity These creative tactics and workflows will help you create better stronger workflows that display beautifully in all formats in print on the web or in motion      **Logo Design Workbook** Sean Adams,Noreen Morioka,2006-03-01 Logo Design Workbook focuses on creating powerful logo designs and answers the question What makes a logo work In the first half of this book authors Sean Adams and Noreen Morioka walk readers step by step through the entire logo development process Topics include developing a concept that communicates the right message and is appropriate for both the client and the market defining how the client s long term goals might affect the look and needs of the mark choosing colors and typefaces avoiding common mistakes and deciphering why some logos are successful whereas others are not The second half of the book comprises in depth case studies on logos designed for various industries Each case study explores the design brief the relationship with the client the time frame and the results      **The Logo Design Idea Book** Steven Heller,2019      **THE BIG BOOK OF LOGOS 5** David E. Carter,2008-01

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