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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
 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 - 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
 Logo by Michael Evamy. Laurence King. Paperback. Used: Good. **Simply Brit** Shipped with Premium postal service within 24 hours from the UK with impressive delivery time. We have dispatched from our book depository; items of good condition to over ten million satisfied customers worldwide. We are committed to providing you with reliable and efficient service at all times.

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."

Logo, the book, by Michael Evamy | Logo Design Love
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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
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 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: 1x kniha, brožovaná, 352 stran, anglicky Rozm?ry: 24,5 x 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

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

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 & Geismar, 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 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.

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.

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries - digital media, fashion, advertising, product design, packaging, retail and more.

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 and societies, 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.

Jason Polan is on a mission to draw every person in New York, from cab drivers to celebrities. He draws people eating at Taco Bell, admiring paintings at the Museum of Modern Art, and sleeping on the subway. With a foreword by Kristen Wiig, Every Person in New York, Volume 1 collects thousands of Polan's energetic drawings in one chunky book. As full as a phone book and as invigorating as a walk down a bustling New York street, this is a new kind of love letter to a beloved city and the people who live there.

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

A one-of-a-kind book showcasing the evolution of many of the world's greatest logos.

The Logo Design Idea Book is an accessible introduction to the key elements of good logo design, including insights into the logos of iconic brands. This guide is an indispensable resource for anyone looking to learn the basic about designing a logo. The book introduces the key elements of good logo design and is perfect for graphic design and branding inspiration. Written by Steven Heller and Gail Anderson, world's leading authorities on design, The Logo Design Idea Book includes 50 logo examples of good ideas in the service of representation, reputation and identification. Arrows, swashes, swooshes, globes, sunbursts and parallel, vertical and horizontal lines, words, letters, shapes and pictures. Logos are the most ubiquitous and essential of all graphic design devices, representing ideas, beliefs and, of course, things. They primarily identify products, businesses and institutions but they are also associated, hopefully in a positive way, with the ethos or philosophy of those entities. Perfect for students, beginners or anyone curious about logo design! Chapters include: Give personality to letters Develop a memorable monogram Make a symbol carry the weight Transform from one identity to another Make a mnemonic Illustrate with wit and humor Include secret signs Get more design inspiration from other Idea Books: The Graphic Design Idea Book The Illustration Idea Book The Typography Idea Book

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