

Branding Element Logos 2



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著者:Sendpoints

出版者:Sendpoints

出版时间:2013-10

装帧:精装

isbn:9789881562593

Branding Element Logos 2 is a thick treasury of logo design examples paired with selected logos in use on stationery and promotional materials demonstrating how to create a cohesive brand. Collected here are over 300 examples of successful logo

designs for a wide range of uses, including: the PEW Center for Arts & Heritage, Nokia, the Southeastern Center for Contemporary Art, MIT Media Lab, Museums Antwerp, Turkish Airlines, Eye-Candy Tattoo and Art Studio, Barcelona Rebranding, and the Jiu-Jitsu Federation of Kazakhstan. Interviews with designers and companies about their creative process when designing the perfect logo that expertly responds to a specific client brief make this the perfect resource book for designers, brand specialists, and marketing professionals

作者介绍:

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