City Signs



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Design surrounds us. Bold and innovative designers define what's new in Hot California Graphics 2. The pressure on today's designers is ever-changing and ever-increasing in the hyper-fast, cyberspaced world. See how these top designers attack problems with the panache and invention we've come to expect from the Californian design community.

Featured design firms in this full-color volume are recognized giants in the field, others are the newest, cutting-edge boutique shops eager to show their stuff. All are top notch. Every aspect of graphic design is explored in over 600 color images.

Showcased are examples of annual reports, logos, package design, corporate identity, exhibit design, environmental graphics, and book and editorial design. This book will treat you to the visionary spirit, excitement, and warm sensuality that is quintessentially Californian.

264 pages 8 1/2" x 11" 600 color photos hardbound

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