

LOGO DESIGN



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著者:Julius Wiedemann

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What's your sign? The world's best logo designs...

Everybody knows that brand identity is key. A good logo can glamorize just about anything, so it comes as no surprise that logo design is a crucial step in the development of a product or service. This exhaustive guide brings together diverse logos from over 30 countries, organized into chapters by theme, such as socio-political, food and beverage, technology, and consumer products. A full index provided at the end of the book lists each logo's company, designer, and designer's website. Also included is a case study section, concentrating on logo application and development. No graphic designer can do without this book, and anyone who's interested in design will appreciate this diverse compendium of visual ideas. As scientist Linus Paulin once said, "In order to come up with one good idea, you must have lots of ideas."

作者介绍:

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logo书籍

评论

装帧很特别，有松紧带包扎，书籍翻阅展开的状态永远是平面的，没有一般书籍逻辑，需要手按着书来阅读。

某天 晚饭后 外文阅览室/其实 我想买这本书的.

喜欢苹果早期的彩色logo

喜欢喜欢喜欢！物超所值！设计书都能这么良心价就好了

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