Logo Savvy

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After the business plan, the first step for any new company is choosing a name - a seemingly simple activity but one that can prove extremely challenging. The next and equally challenging step is designing a logo that is eye catching, appropriate and reflective of the chosen name of the business. Even for the seasoned designer, this is a remarkably difficult task. "Logo Savvy" will help readers understand how to define the right approach and achieve an innovative and unique solution for both name and the logo design. Chapters showcase companies whose identities have evolved visually through the introduction of a great name, as well as companies that have developed a visual identity in tandem with a name. Case studies, corresponding side-bars, and tips provide designers with the inspiration and tools they need to find the right approach for their own clients.

作者介绍:

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标签

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评论

偏理论，例子选的比较贴切，可是那些例子看起来都好没创意。话说我完全是被封面的字体吸引的，那不是某团用的吗...还加了一个皇冠- -

书评