

Los Logos: Compass



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Like its predecessors, this fifth edition in the Los Logos series offers a definitive overview of current developments and advancements in logo design with the high-quality selection of up-to-the-minute work that readers have come to expect. But with a larger format and more text features, the focus of this book has been further sharpened from a comprehensive documentation to a competent classification of prevailing tendencies in design. Los Logos: Compass aims to be not only an archive of current design, but to educate designers and clients about which approaches make the best fit for a given project—an issue that is especially important in a challenging economy in which innovation and identity are essential.

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