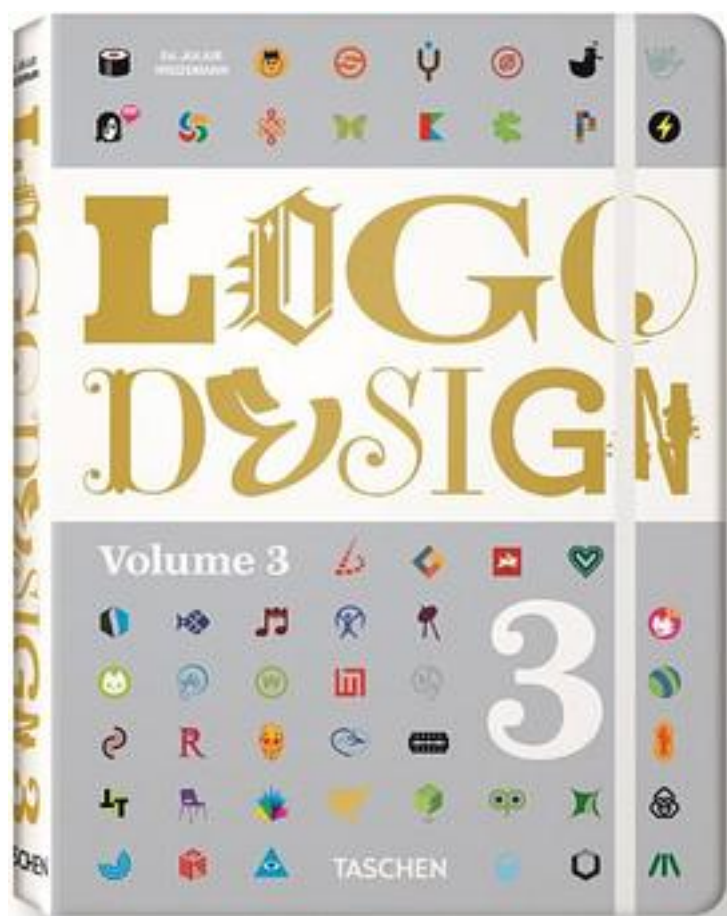


Logo Design Vol. 3



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What's your sign? This title presents the diverse logos from around the world. Everybody knows that the logo is a key branding element. A good one 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. Each volume in the "Logo Design" series brings

together diverse logos from around the world, organized into chapters by theme, such as creative industry, events, fashion, media, music, retailers, and service. A full index lists each logo's company, designer, and designer's website. Also included is a case study section, concentrating on logo application and development. Anyone who's interested in design will appreciate this diverse compendium of visual ideas, and creative professionals will covet Taschen's Logo Design books. As scientist Linus Pauling once said, 'In order to come up with one good idea, you must have lots of ideas.' Volume 3 features include: an interview with H5, the makers of 2010 Oscar winner Logorama, Neville Brody's Research Studios on the redesign of Music for Youth, Sasha Vidakovic on the new identity for Victoria Beckham, leading Canadian design studio Concrete on the launch of SUPER cosmetics, British studio KentLyons on Jarman film award, HB Design from Argentina on the country's 200th anniversary logo, and Helmut Langer on universal identities.

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