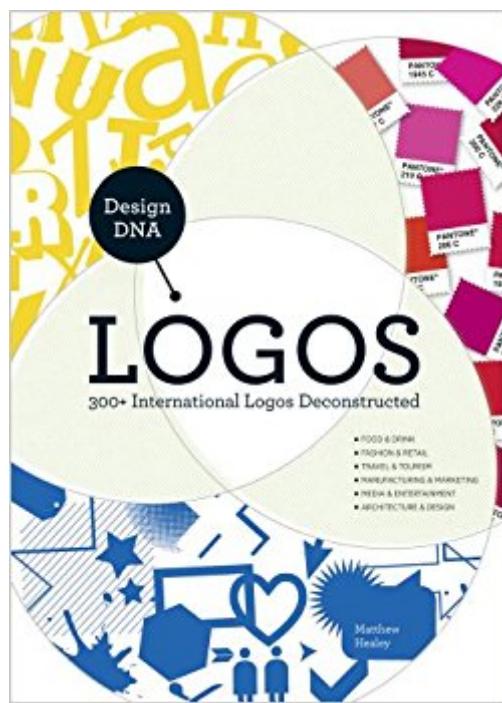


The book was found

Design DNA - Logos: 300+ International Logos Deconstructed



Synopsis

Logo design continues to be in the top most popular categories for graphic design books. Shows successful international logo solutions. Provides useful and practical information that designers can apply to their own work. *Design DNA: Logos* is a practical and inspirational guide to logo design, and an invaluable sourcebook for any logo designer. It works on two levels, first by showcasing over 500 successful logos from around the world and then by analyzing how these logos are constructed to communicate and convey brand value. The logos in *Design DNA: Logos* are organized by industry sector, and each logo is deconstructed to reveal creative solutions by examining and discussing the choice of font, color, characteristics, and imagery and getting to the very heart of its design DNA. The design briefs and company histories illustrate how and why the logo design successfully portrays its message. Case studies provide further in-depth analysis, and walk readers through the reasoning behind the design decisions that made the logo work. "Focus On" sections also provide useful information on specific elements such as typography, icons, and colors, and how to apply them to the logo design.

Book Information

Paperback: 240 pages

Publisher: HOW Books (December 30, 2010)

Language: English

ISBN-10: 1440310335

ISBN-13: 978-1440310331

Product Dimensions: 7.5 x 0.7 x 10.4 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars 8 customer reviews

Best Sellers Rank: #517,676 in Books (See Top 100 in Books) #75 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #106 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #163 in Books > Business & Money > International > Global Marketing

Customer Reviews

Matthew Healey is a brand consultant and graphic designer. He sharpened his design and typography skills at advertising agencies in New York City and Prague, and has worked on successful branding and design projects in Eastern Europe and the United States. He is a member of the Design Management Institute (DMI), and has lectured about corporate identity, branding,

advertising, and marketing at workshops and conferences in Europe and the United States.

Really comes in handy. Its helpful to see how other designers solved some of the problems they were faced with by clients.

I bought this book with the expectation of learning something that could help me design great logos. What I found was pages and pages of logos, each with two arrows pointing at different portions of the logo and an adjective at the base of each arrow "explaining" the intent: "modern", "organic". Or "contemporary", "individualistic". It also gives you the name of the font used for each logo and a short "design approach" description that states the obvious. If you would compare this logos book to a people book, it would be the equivalent of a book full of pictures of people, analyzed like this: "this girl is blond and has blue eyes and a bubbly personality" / "this man is old, has no hair and looks sad" / "this is a boy playing basketball and the intent of the photographer was to take a picture of the boy in action". Seriously??? Stating what everyone can already see is not "deconstructive DNA". It's just making money out of a completely useless book.

I'm not a professional logo designer, but as an illustrator I am often asked to create logos as part of the contract. This book offered some great insights on how top professionals approach the design process.

All logos were described in an very detailed and descriptive way. You can learn a lot from this book! It's definitely a must-read!

As a designer I found this book very helpful in its ability to break down design ideas and philosophy into an easy to understand format. As a small business owner I'm often tasked with educating clients in the importance of design, branding and the impact it has or can have on their business.

I love this book. I use this book as a reference when I am ready to design a logo for a client.

I would have given this a 4 star rating because I really like the insights given to the logo examples. Breaking down the fonts and colors is pretty handy and insightful but a glaring flaw in my opinion is the text size in the book. It is so tiny it's a hassle reading it. I'm not 95 with eyesight problems or anything like that and I haven't had that issue with any other book I have, but man, the type is really

freaking small.

This book gives great insight into how logos are portrayed, I really enjoy the look and feel of the book. The pages have a nice durable feel with great amounts of detail in a great layout. I would recommend this book to any Graphic Designer or even a psychologist. It really does astound me how deep a logo can be.

[Download to continue reading...](#)

Design DNA - Logos: 300+ International Logos Deconstructed DNA Testing Guide Book: Utilize DNA Testing to Analyze Family History Genealogy, Classify and Measure Ethnic Ancestry Research, And Discover Who You Are ... DNA Testing, Ancestry, Ancestry Research) Hungry Girl 300 Under 300: 300 Breakfast, Lunch & Dinner Dishes Under 300 Calories The Rap Year Book: The Most Important Rap Song From Every Year Since 1979, Discussed, Debated, and Deconstructed The Bike Deconstructed: A Grand Tour of the Modern Bicycle LOGO Design Workbook: A Hands-On Guide to Creating Logos [LOGO DESIGN WORKBK] Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) 7 Weeks to 300 Sit-Ups: Strengthen and Sculpt Your Abs, Back, Core and Obliques by Training to Do 300 Consecutive Sit-Ups 30 Under 300: healthy, unique recipes under 300 calories (gluten free, sugar free, dairy free, vegan) 300 Romance and Erotica Title Prompts for Writers Vol. 3 (300 Prompts for Writers) Khmer Language: 300+ Essential Words In Khmer - Learn Words Spoken In Everyday Khmer (Learn Khmer, Cambodia, Fluent Khmer): Forget pointless phrases, Improve ... (Learn Khmer, 300 useful words in khmer) Signature in the Cell: DNA and the Evidence for Intelligent Design From DNA to Diversity: Molecular Genetics and the Evolution of Animal Design Logo Design Workbook: A Hands-On Guide to Creating Logos Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) How To Design Logos Symbols And Icons Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) 2012 International Plumbing Code (Includes International Private Sewage Disposal Code) (International Code Council Series) The Formation and Identification of Rules of Customary International Law in International Investment Law (Cambridge Studies in International and Comparative Law) Transfer Pricing Arms Length Principle International Tax Law (Series on International Taxation) (Series in International Taxation)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)