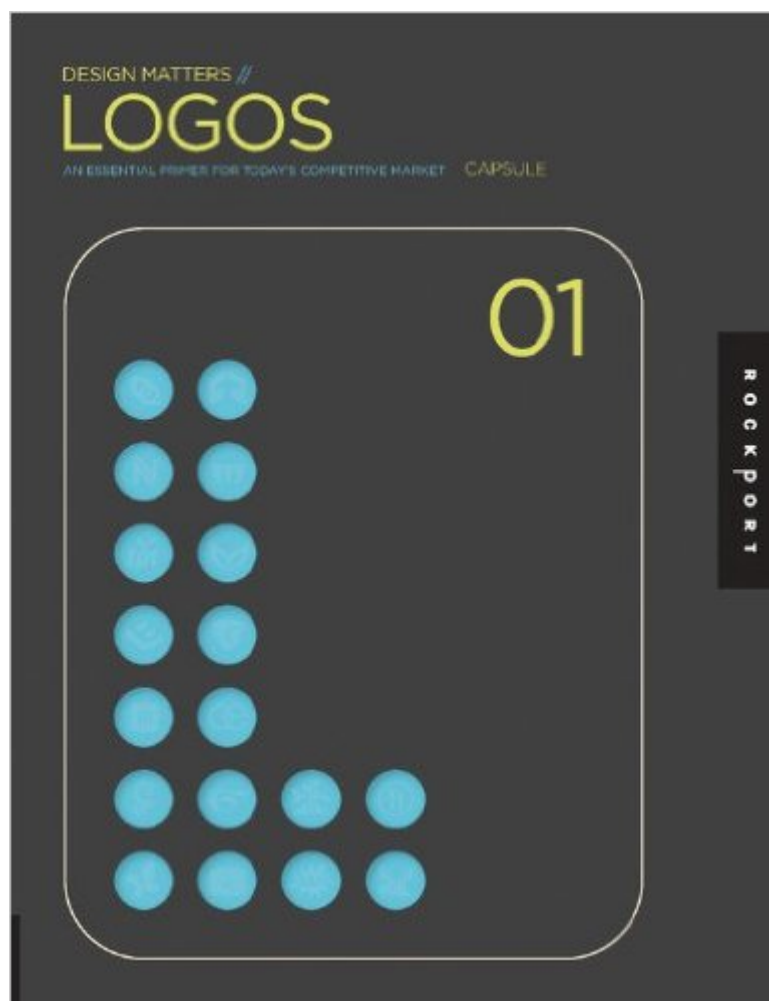


The book was found

Design Matters: Logos 01: An Essential Primer For Today's Competitive Market (v. 1)



Synopsis

The nuts and bolts of effective logo design. The design bar is at an all time high for those brave enough to participate in the industry. Today's designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace. Unfortunately, most design books only focus on type, color, and layout issues. The Design Matters series takes a more in-depth approach, allowing designers to learn not only how to create work that is aesthetically appealing, but that is also strategy-driven and smart. This book focuses on creating logos, while others in the series dissect brochures, packaging, publications, and letterhead systems. Each book offers all the essential information needed to execute strong designs in concert with beautiful and well-crafted examples, so readers can successfully hit the mark every time.

Book Information

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Customer Reviews

The book, Design Matters // Logos, from Rockport Publishers arrived a couple of weeks ago. Knowing I'd need some reading material for an upcoming holiday, I held off cracking the covers. I'm glad I did, because when I finally did sit down to review the book, I ended up reading it cover to cover. See, this book differs from its logo gallery brethren in that it offers a practical, step by step review of the logo design process. It's clearly written by people who care deeply about branding and logo design. The book is laid out in sections: Planning, Creating, Implementing, Case Studies, and Gallery. If you've read any of my design related writing, you know I'm a huge proponent of planning. This book dedicates 42 pages to the subject. Each sub-topic is given a two page spread, with plenty

of examples and some terrific info graphics (Yes! Info! Graphics!). This is a book for the professional designer, and as such is immediately head and shoulders above many in this crowded publishing niche. It focusses on strategy, not just the standard color/type/form explanations we expect from logo books. This is a very useful and inspirational book. The gallery contains only a few logos I've seen elsewhere. The quality of the selections is very high. The authors clearly have a passion for their craft, and it is infectious. What's more, it's cheap, at under \$30.

Design Matters: Logos, is an excellent treatment of a subject that is too often a black art for most business people. It's informative, stimulating and visually attractive. It's the kind of book that can be skimmed or savored; it certainly stands up well to multiple readings. The layout is conducive to exploration and the case studies give readers concrete examples of the Introduction, Planning, Creating and Implementing model. Excellent way for a team to jointly think about the crucial branding issues raised by logo development. Very highly recommended.

This volume on design is both beautiful and insightful. In a bookcase full of vacuous logo "collections", Capsule's effort stands out as a genuinely intelligent, useful, and inspiring work.

I purchased the book for my first (real) logo design and was very grateful for the advice. The book emphasizes the research that one should conduct on the company, audience, competition, and applications of the logo before starting the actual design process. It also gives advice on logo type treatment, color treatment, and what to watch out for. The methodology it provides for research, coming up with ideas, and testing the logo is very clear and concise. That, along with a comprehensive list of questions you should ask the client before designing makes it a great reference book. I would recommend it for a beginner. If you are a professional it is likely that you know all this already. The subtitle is after all, "The essential primer for today's competitive market" and that holds true.

I'm a professional designer and I wouldn't buy just any book for studying design such as a logo design. The most important thing for me is that this book is written in a very simple way and not in many words. You can really learn the strategy from scratch. I like the comparison between old and new logos in certain companies. This book explains the purpose of logo in a very simple way that even beginner can understand. I also like the logo gallery at the end of this book. Inspiration is always welcome. The design of the book is very nice and colorful. I would recommend it to all of you

who are already in a design business and also to beginners. For this price you can't ask for more!

If you are interested in logo design this is the book for you. Really, there isn't much more to say. It's a beautiful book, the kind of book that is nice to just leave lying around and flick through. The print is lovely, every page is colourful and sharp. It's interesting and informative too, not just a pretty face.

This book is fantastic. I had been looking for a book to get me through my creative block and give me some new insight into logo design. I would definitely recommend this book to any designer.

Logos 01 is an excellent examples of the modern approach to corporate identity logo design. Case studies and examples illustrate the requirements and execution of a wide variety of businesses in regards to the need for a mark to help themselves in their marketing efforts. I have actually purchased and given this book to my marketing practice clients and prospects in order to provide good direction for their expectations and planning on this subject. The book is also beautifully designed, easy to read, and even though I use it as a tool, could easily be an attractive table-top book for the office.

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