

Logo The Reference Guide To Symbols And Logotypes



Logo The Reference Guide To

The logo bible, this book provides graphic designers with an indispensable reference source for contemporary logo design. More than 1300 logos are grouped according to their focal form, symbol and graphic associations into 75 categories such as crosses, stars, crowns, animals, people, handwritten, illustrative type, etc.

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Logo: The Reference Guide to Symbols and Logotypes Mini Edition by Michael Evamy is a comprehensive guide to logo design, and a compendium of some of the most iconic logotype designs throughout history.

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Logo: The Reference Guide to Symbols and Logotypes. More than 1300 logos are grouped according to their focal form, symbol and graphic associations into 75 categories such as crosses, stars, crowns, animals, people, handwritten, illustrative type, etc. To emphasize the visual form of the logos, they are shown predominantly in black and white.

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