

Smashing Logo Design The Art Of Creating Visual

"A cozy introducing Miss Felicity Prim, who believes her ample experience in reading mystery novels has prepared her for a new career in private detection"--

One of the seminal texts of graphic design, Paul Rand's *Thoughts on Design* is now available for the first time since the 1970s. Writing at the height of his career, Rand articulated in his slender volume the pioneering vision that all design should seamlessly integrate form and function. This facsimile edition preserves Rand's original 1947 essay with the adjustments he made to its text and imagery for a revised printing in 1970, and adds only an informative and inspiring new foreword by design luminary Michael Bierut. As relevant today as it was when first published, this classic treatise is an indispensable addition to the library of every designer.

Written by the founders of LogoLounge.com, this comprehensive handbook is an expansive collection of logo designs, containing the expertise of LogoLounge as well as the range of amazing logo designs that are culled on the LogoLounge website. While the book is headed by LogoLounge founder Bill Gardner, it is truly a collaboration of the best designers on the LogoLounge website as they share their expertise and experiences, making it the go-to handbook for understanding and executing successful logos. With its in-depth historical content, as well as its detailed breakdown of the design process and the fundamental elements behind great logos, this book is highly beneficial for both students and self-taught designers.

A logo is not only meant to represent a company's brand or a corporate identity and foster its immediate customer recognition, but also to be a piece of laudable art work, worthy of pondering over. Logo design, being one of the most difficult areas of gr

Smashing Logo Design

A Comprehensive Guide for Exploring Design Directions

Perceptual Organization

Masters of Design

The Art of Creating Visual Identities

Logo Design Workbook

Making and Breaking the Grid

A collection of 500 great logos critiqued by a panel of internationally acclaimed designers In Really Good Logos Explained, some of today's top creative minds critique and appraise over 500 examples of truly exceptional logos, and explain what makes them work. The insight provided by these four outstanding editors is - like the logos themselves - succinct, specific and effective. Their comments provide a rare and insightful glimpse into the inner workings of excellent design, and offer a new understanding that is immeasurably useful to anyone working within the creative fields today.

Profiles twenty domestic and international designers from both large and small firms, highlighting approximately ten to fifteen projects for each designer.

Who doesn't love to color? As an adult, now that you can stay in the lines, you only need to think about what color to use! Rockport Publishers presents a series of grown-up coloring books for art and design lovers. Just Add Color: Botanicals includes 30 original designs from artist and illustrator Lisa Congdon. Each book contains 64 perforated pages to make it easy to share, frame and hang your artwork.

You'll be inspired by the sumptuous artwork in this book, and the use of color is endless. Relax, have fun, and Just Add Color.

There are a lot of books out there that show collections of logos. But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25 practical design tips for creating logos that last

Taking Aim at the Brand Bullies

Letters from the Avant-Garde

The Outsmarting of Criminals

Graphic Icons

Passion by Design

Swiss Graphic Design

Logo Talks

"In this fun, fast-paced introduction to the most iconic designers of our time, author John Cliffor takes you on a visual history tour that's packed with the posters, ads, logos, typefaces, covers, and multimedia work that have made these designers great."--Publisher's description.

Don't Wait for Inspiration to Strike Whether you're facing a new logo project or you've reached a block in your current work, **The Logo Brainstorm Book** will inspire you to consider fresh creative approaches that will spark appealing, functional and enduring design solutions. Award-winning designer Jim Krause (author of the popular Index series) offers a smart, systemic exploration of different kinds of logos and logo elements, including: Symbols Monograms Typographic Logos Type and Symbol Combinations Emblems Color Palettes Through a combination of original, visual idea-starters and boundary-pushing exercises, **The Logo Brainstorm Book** will help you develop raw logo concepts into presentation-ready material.

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

The latest edition in the best-selling annual Letterhead and Logo Design series, now in paperback, features the most innovative and exciting work from well-known design leaders, new design firms, and cutting-edge artists. From logos to business cards to labels and envelopes, the creative techniques and full-color images portrayed in this book will inspire new design solutions for age-old challenges that beg for a fresh approach. Projects are culled from international corporate giants; nonprofit organizations; and small, private institutions, all with a variety of budgets. Designers wrestling with their letterhead and logo projects because they are restricted by the colors they can use, the amount they can spend, the needs of the client, and the tight deadlines will find inspiration in this book. Both design firms and their clients will find this an invaluable resource for inspiration and ideas that grab the viewer's attention and create a lasting impression.

How to Solve any Creative Brief

A Graphic Design Layout Workshop

A Guide to Creating Iconic Brand Identities

Logos & Identity

Stash and Smash

Creating a Brand Identity: A Guide for Designers

How to Start a Home-based Graphic Design Business

Paul Rand's stature as one of the world's leading graphic designers is incontestable. For half a century his pioneering work in the field of advertising design and typography has exerted a profound influence on the design profession; he almost single-handedly transformed "commercial art" from a practice that catered to the lowest common denominator of taste to one that could assert its place among the other fine arts. Among the numerous clients for whom he has been a consultant and/or designer are the American Broadcasting Company, IBM Corporation, and Westinghouse Electric Corporation. In this witty and instructive book, Paul Rand speaks about the contemporary practice of graphic design, explaining the process and passion that foster good design and indicting faddism and trendiness. Illustrating his ideas with examples of his own stunning graphic work as well as with the work of artists he admires, Rand discusses such topics as: the values on which aesthetic judgments are based; the part played by intuition in good design; the proper relationship between management and designers; the place of market research; how and when to use computers in the production of a design; choosing a typeface; principles of book design; and the thought processes that lead to a final design. The centerpiece of the book consists of seven design portfolios - with diagrams and ultimate choices - that Rand used to present his logos to clients such as Next, IDEO, and IBM.

These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design, usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and explain common coding mistakes and how to avoid them. You'll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences.

A revered classic of American design delights anew with the freshness and ingenuity of its approach Bradbury Thompson (1911-1995)

remains one of the most admired and influential graphic designers of the twentieth century, having trained a generation of design students while on the faculty of the Yale School of Art for more than thirty years. The art director of Mademoiselle and design director of Art News and Art News Annual in the decades after World War II, Thompson was also a distinguished designer of limited-edition books, postage stamps, rationalized alphabets, corporate identification programs, trademarks, and sacred works (most notably the Washburn College Bible). Thompson also designed more than sixty issues of Westvaco Inspirations, a magazine that was published by the Westvaco Corporation and distributed to thousands of printers, designers, and teachers to show the range and versatility of printing papers. Thompson was especially revered for his ability to adapt classic typography for the modern world. Bradbury Thompson: The Art of Graphic Design is a landmark in the history of fine bookmaking. First published by Yale University Press in 1988 and designed by Thompson himself, it was praised by the New York Times as a book in which "art and design are gloriously and daringly mixed." Original texts by the author and other notable designers, critics, and art historians, including J. Carter Brown, Alvin Eisenman, and Steven Heller, explore Thompson's methods and design philosophy, and a newly commissioned afterword by Jessica Helfand attests to the enduring importance of his work. Both a retrospective and a manifesto, the book surveys Thompson's timeless contributions to American graphic design, including his experimental work and his work in magazines, typography, books, simplified alphabets, and contemporary postage stamps. Published for the first time in paperback, this classic text is now available for a new generation of designers and students.

A successful visual brand identity is more than a logo and a dynamic palette. While a minimalistic approach ensures a straightforward brand image, the new generation of designers sees greater potential in creating brand identities with original paintings, handmade drawings and collage art. This fresh direction is forging strong and endearing brands, and is especially effective in today's overcrowded market. Illustrative Branding investigates close to 100 firms both large and small from around the world to look at how designers capitalize on the power of illustration to portray memorable brand stories. Specific case studies highlight sizeable brand campaigns that cover everything from corporate stationary to environmental settings.

Logo Design Love

Advances in Ergonomics In Design, Usability & Special Populations: Part II

The Art and Times of Tamara de Lempicka

NASA Graphics Standards Manual

A Mystery Introducing Miss Felicity Prim

The Smashing Book #1

Visual Explorations with Tactility

How do designers get ideas? Many spend their time searching for clever combinations of forms, fonts, and colors inside the design annuals and monographs of other designers' work. For those looking to challenge the cut-and-paste mentality there are few resources that are both informative and inspirational. In Graphic Design: The New Basics, Ellen Lupton, best-selling author of such books as Thinking with Type and Design It Yourself, and design educator Jennifer Cole Phillips refocus design instruction on the study of the fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems

Be inspired to use your stash of papers, mementos and accents to create something wonderful! You'll find over 120 valuable tips, ideas, samples, and instructions for creating your very own 'Smash It In' journals.

Los Logos 8, the classic compilation and thoughtfully curated showcase of current developments in logo design, delves into the realm of an ever-evolving and always present branding component. Los Logos 8 is the authoritative reference on contemporary logo design. As with previous editions of Gestalten's indispensable Los Logos series, this expertly curated collection is both a guide to the latest innovations and a prognostication of coming trends. This edition looks further into the ever-changing world of this vital element of branding: the logo. An inevitable task on a designer's artistic and professional timeline, designing a logo is a lively and explorative mission. The fully indexed compendium showcases an unparalleled selection of cutting-edge examples from around the globe. A practical and insightful handbook of the current developments in logo design and a boundless source of inspiration, Los Logos 8 is a must have for any designer, brand manager, trend scout, or marketing strategist.

The NASA Graphics Standards Manual, by Richard Danne and Bruce Blackburn, is a futuristic vision for an agency at the cutting edge of science and exploration.

Housed in a special anti-static package, the book features a foreword by Richard Danne, an essay by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the Managers Guide, a follow-up booklet distributed by NASA.

An Adult Coloring Book Full of Hairless Cats to Inspire Joy & Happiness

80 Challenges to Sharpen Your Design Skills

The Smashing Book

The Big Book of Logos 5

Thoughts on Design

Creative Workshop

Just Add Color: Botanicals

Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?" In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not. The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.

For designers working in every medium, layout is arguable the most basic, and most important, element. Effective layout is essential to communication and enables the end user to not only be drawn in with an innovative design but to digest information easily. Making and Breaking the Grid is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based design, one must first understand those rules and see them applied to real-world projects. Text reveals top designers' work in process and rationale. Projects with similar characteristics are linked through a simple notational system that encourages exploration and comparison of structure ideas. Also included are historical overviews that summarize the development of layout concepts, both grid-based and non-grid based, in modern design practice.

Have you ever struggled to complete a design project on time? Or felt that having a tight deadline stifled your capacity for maximum creativity? If so, then this book is for you. Within these pages, you'll find 80 creative challenges that will help you achieve a breadth of stronger design solutions, in various media, within any set time period. Exercises range from creating a typeface in an hour to designing a paper robot in an afternoon to designing web pages and other interactive experiences. Each exercise includes compelling visual solutions from other designers and background stories to help you increase your capacity to innovate. Creative Workshop also includes useful brainstorming techniques and wisdom from some of today's top designers. By road-testing these techniques as you attempt each challenge, you'll find new and more effective ways to solve tough design problems and bring your solutions to vibrant life.

Ideologies and cars collide when a minor accident brings a pair of punks and a college student tumultuously together.

Nakeys

The Strategic Web Designer

30 Original Illustrations To Color, Customize, and Hang

Visionaries who Shaped Modern Graphic Design

Design, Form, and Chaos

The Origins and Growth of an International Style, 1920-1965

Gorgeous

Originally published: London: Laurence King Pub., 2006.

The Smashing Book #1 (eBook) is the digital version of the printed book about best practices in modern Web design. The Smashing Book #1 shares technical tips and best practices on coding, usability and optimization and explores how to create successful user interfaces and apply marketing principles to increase conversion rates. It also shows how to get the most out of typography, color and branding so that you end up with intuitive and effective Web designs. And lastly, you will also get a peek behind the curtains of Smashing Magazine. TABLE OF CONTENTS - The Art And Science Of CSS Layouts - User Interface Design In Modern Applications - Web Typography: Rules, Guidelines And Common Mistakes - Usability Principles For Modern Websites - The Guide to Fantastic Color Usage In Web Design and Usability - Performance Optimization For Websites - Design To Sell: Increasing Conversion Rates - How To Turn A Site Into A Remarkable Brand - Learning From Experts: Interviews And Insights - The Smashing Story The book is written by Jacob Gube (SixRevisions) Dmitry Fadeev (UsabilityPost) Chris Spooner (Spoongraphics) Darius A Monsef IV (COLOURlovers.com) Alessandro Cattaneo (with co-editing by Jon Tan) Steven Snell (VandelayDesign) David Leggett (UXBooth) Andrew Maier (UXBooth) Kayla Knight (regular writer on SM) Yves Peters (Typographica.org) René Schmidt (system administrator of our servers) and The Smashing Magazine editorial team, Vitaly Friedman and Sven Lennartz. The book was edited by Vitaly Friedman, editor-in-chief of Smashing Magazine.

The best letterhead designs from 1915 to 1950.

Successful interaction with products, tools and technologies depends on usable designs and accommodating the needs of potential users without requiring costly training. In this context, this book is concerned with emerging ergonomics in design concepts, theories and applications of human factors knowledge focusing on the discovery, design and understanding of human interaction and usability issues with products and systems for their improvement. This book will be of special value to a large variety of professionals, researchers and students in the broad field of human modeling and performance who are interested in feedback of devices' interfaces (visual and haptic), user-centered design, and design for special populations, particularly the elderly. We hope this book is informative, but even more - that it is thought provoking. We hope it inspires, leading the reader to contemplate other questions, applications, and potential solutions in creating good designs for all.

Modern Graphic Design

A Hands-On Guide to Creating Logos

How to Confidently Navigate the Web Design Process

The Mystery, Magic, and Method Behind Designing Great Logos

The A-Z of Visual Ideas

The Logo Brainstorm Book

Really Good Logos Explained

Originally published in 1981, perceptual organization had been synonymous with Gestalt psychology, and Gestalt psychology had fallen into disrepute. In the heyday of Behaviorism, the few cognitive psychologists of the time pursued Gestalt phenomena. But in 1981, Cognitive Psychology was married to Information Processing. (Some would say that it was a marriage of convenience.) After the wedding, Cognitive Psychology had come to look like a theoretically wrinkled Behaviorism; very few of the mainstream topics of Cognitive Psychology made explicit contact with Gestalt phenomena. In the background, Cognition's first love – Gestalt – was pining to regain favor. The cognitive psychologists' desire for a phenomenological and intellectual interaction with Gestalt psychology did not manifest itself in their publications, but it did surface often enough at the Psychonomic Society meeting in 1976 for them to remark upon it in one of their conversations. This book, then, is the product of the editors' curiosity about the status of ideas at the time, first proposed by Gestalt psychologists. For two days in November 1977, they held an exhilarating symposium that was attended by some 20 people, not all of whom are represented in this volume. At the end of our symposium it was agreed that they would try, in contributions to this volume, to convey the speculative and metatheoretical ground of their research in addition to the solid data and carefully wrought theories that are the figure of their research.

The A–Z of Visual Ideas explains the key ideas, sources of inspiration and visual techniques that have been used throughout design history. Showing where ideas and inspiration come from, the book provides numerous strategies to help unlock the reader's creativity. Using a dynamic and easy-to-understand A–Z format, the book reveals techniques that can be exploited to deliver ideas with greater impact, each entry offering a different starting point. Looking at everything from, Art to Zeitgeist, Intuition and Instinct to Happy Accidents and Hidden Messages, the book also features a section explaining how to use the idea or technique, providing readers with an infallible 'tool kit' of inspiration. Including hundreds of inspirational quotes and packed with great examples of advertising campaigns, posters, book and magazine covers and illustrations, this is an indispensable primer that shows design students and professionals how to solve any creative brief.

'Logos series' has documented and indicated design styles and trends in contemporary logo design worldwide. The Los Logos series provides an overview of current developments and advances in logo design. Showcasing a collection of contemporary logo design by burgeoning design talent Los Logos, Dos Logos and Tres Logos are resources for all designers. This state-of-the-art visual encyclopaedia provides a selection of stylistic approaches by designers from around the globe. Indexed and structured thematically, the books draw connections between the applications and the fields for which they were intended. The Los Logos series, a publication on contemporary logo design, has proved to be a precursor to styles and trends in logo design and highlighted the relevance and importance of the logo in the 21st Century.

This volume collects together the Dada writings of Theo van Doesburg, the celebrated De Stijl architect. Apart from the title lecture these texts appeared under the pseudonym of I.K. Bonset and were generally published in Van Doesburg's magazine Mecano (four issues 1922-23). Also included is his novel The Other Sight. Michael White's introduction describes the Dada tour of Holland undertaken by Van Doesburg and his friends at the beginning of 1923."

The Art of Graphic Design

What is Dada??? and Other Dada Writings

Los Logos 8

Top Design Professionals Critique 500 Logos and Explain What Makes Them Work

The New Basics

Volume 1

Letterhead and Logo Design 8

DIVThis book will include all the information you need to get started at home with your own graphic design business. To expand the focus of this subject matter, we plan on including information on designing blogs, apps, and the like to take this book a step ahead of the competition. /div

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

As F. Scott Fitzgerald portrayed the mad glories of the 1920s on the printed page, Tamara de Lempicka (1898-1980) captured them on canvas. A seductive Garbo-esque beauty with an irresistible force of personality, this refugee of the Russian Revolution successively conquered Paris, Hollywood, and New York with coruscating portraits of the world's rich and famous. Her Art Deco paintings earned for her a life more fabulously excessive than anything Fitzgerald dreamed of. Passion by Design, authored by Tamara de Lempicka's own daughter, is an intimate look at a fascinating personality, and remains the best account of her life and work. This new edition is illustrated with vibrant color

reproductions of her finest paintings, as well as exclusive photographs from family albums. A new introduction by Marisa de Lempicka, the artist's great-granddaughter, explores the ever-evolving legacy of Tamara de Lempicka, from the record eight-figure price fetched by her painting Portrait de Marjorie Ferry in February 2020 (smashing her previous record set just a few months previous for La Tunique rose) to the new musical based on her life.

Including more than 2500 logos selected from thousands of submissions, this volume is an ideal reference source for designers to find a huge variety of styles and techniques for logo creation.

Graphic Design

Los Logos

Logo Creed

Illustrative Branding

No Logo

World of Logotypes

NAKEYS is a journey deep into the world of hairless cats. Inside this wild ride are Lykoi Cats, Devon Rex cats, and, naturally, Sphynx cats. Its got CHONKS and SLONKS. Its got florals and snacks and lots of desserts (fur-free, of course). Erin Corcoran, with the help of the Facebook group 'this cat is N A K E Y', has compiled a diverse group of nakeys for you to enjoy and color. NAKEYS is also helping sphynx cats stay healthy! A portion of the profits from the sale of this book goes toward the research of HCM (Hypertrophic cardiomyopathy). Because of your purchase, we are able to help reduce the prevalence of this disease. Thank you.

Expand your strategic capabilities and technological understanding! Your clients are looking for an expert--someone who understands rapidly changing technology and can provide strategic insight into their web projects from inception and development to launch and beyond. Are you that person? Today, designers are expected to provide a level of web expertise that extends far beyond just good design. The Strategic Web Designer provides you with a foundation that will allow you to keep your bearings in an industry filled with constant technological change. You'll learn to: Plan web projects Organize information in ways that make sense Understand analytics Optimize content for search engines and mobile technology And more! More than a book about building websites, The Strategic Web Designer is your guide to thinking about the web in a strategic and comprehensive manner. Be more than just a web designer--take charge of your web projects and make yourself invaluable to clients.