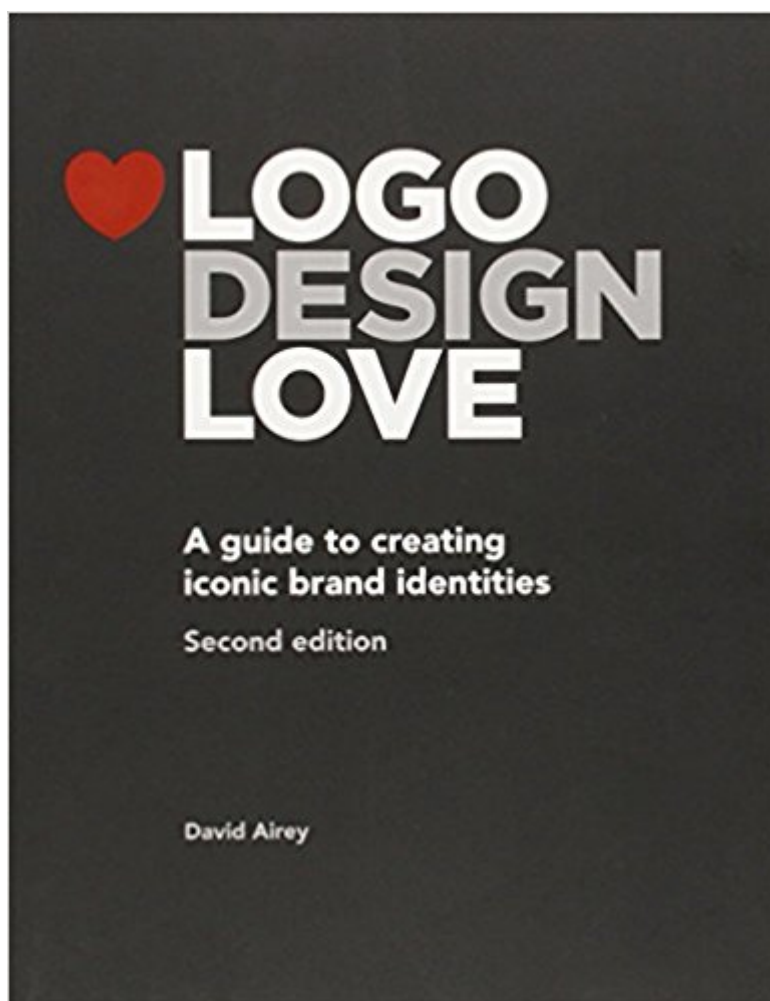


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# Logo Design Love: A Guide To Creating Iconic Brand Identities, 2nd Edition



## Synopsis

Completely updated and expanded, the second edition of David Airey's *Logo Design Love* contains more of just about everything that made the first edition so great: more case studies, more sketches, more logos, more tips for working with clients, more insider stories, and more practical information for getting the job and getting it done right. In *Logo Design Love*, David shows you how to develop an iconic brand identity from start to finish, using client case studies from renowned designers. In the process, he reveals how designers create effective briefs, generate ideas, charge for their work, and collaborate with clients. David not only shares his personal experiences working on identity projects - including sketches and final results of his own successful designs - he also uses the work of many well-known designers such as Paula Scher, who designed the logos for Citi and Microsoft Windows, and Lindon Leader, creator of the current FedEx identity, as well as work from leading design studios, including Moving Brands, Pentagram, MetaDesign, Sagmeister & Walsh, and many more. In *Logo Design Love*, you'll learn:

- Best practices for extending a logo into a complete brand identity system
- Why one logo is more effective than another
- How to create your own iconic designs
- What sets some designers above the rest
- 31 practical design tips for creating logos that last

## Book Information

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## Customer Reviews

"There are a lot of books that show collections of logos. But *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 a 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 & Haviv

A self-employed graphic designer from Northern Ireland, David Airey writes three of the most popular graphic design blogs on the Internet: DavidAirey.com, LogoDesignLove.com, and IdentityDesigned.com. David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day. David is also the author of *Work for Money, Design for Love*.

I am a graphic designer and I can not say enough good things about this book. It is a fantastic book for graphic designers and identity experts. I cannot attest to the difference between the first and second edition as I only read this one. The sheer quality of the advice and case studies in this book is incredible. The information in this book is presented in such a matter of fact manner that not only is it a pretty quick read but very easy to absorb. The only down side I could possibly think of for this book is that it could probably be twice as long if Airey went into more detail on some of the more complex theories in this book. I will definitely be coming back to this book again and again as a resource while designing my graphic identities.

I'm 3/4 way through this book and I must say it has certainly over-delivered. I bought it to help with logo design but it has also given me much more insight on overall design. The information is definitely applicable to not just logo design, but design in general. David

A great book that follows and discusses some of the most popular logo designs as well is a great insight into the process of making a successful branding.

Purchased the book and absolutely loved it! I recently decided to take my craft seriously and it gave me a lot of insight into things I always questioned. I loved the examples given and the look, feel and the presentation was great. I have highlights in mine lol. Good job...great book...MUST BUY.

If you're curious about a career as a graphic designer, this book lays it all out from formulating

concepts to dealing with clients. Logo Design Love demystifies graphic design while it inspires creativity. I really enjoyed this book.

Seemed like a good introduction to design, combining reasonable advice with multiple case studies. I enjoyed reading it and would recommend it to anyone interested in branding.

The book is a new edition of a best seller book about graphic design. I haven't read the previous edition but I totally recommend this one as a great tool for graphic designer. It shows the full work process of designing a brand: passions, inspirations, finding and managing a client, and getting paid.

this book was for my Graphics class

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