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A guide to creating iconic brand identities



第2版

超越LOGO设计

国际顶级平面设计师的成功法则

[英] David Airey 著 黄如露 译



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Logo Design Love A Guide To Creating Iconic Brand Identities David Airey

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Logo Design Love David Airey, 2015 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

Logo Design Love David Airey, 2011-08-01 The Importance of brand identity Ch 1 No escape Ch 2 It's the stories we tell Ch 3 Elements of iconic design II The process of design Ch 4 Laying the groundwork Ch 5 Skirting the hazards of a redesign Ch 6 Pricing design Ch 7 From pencil to PDF Ch 8 The art of the conversation III Keep the fires burning Ch 9 Staying motivated Ch 10 Your questions answered Ch 11 25 practical logo design tips Design resources Design resources Index Looking for something

Identity Designed David Airey, 2019-01-22 Ideal for students of design independent designers and entrepreneurs who want to expand their understanding of effective design in business Identity Designed is the definitive guide to visual branding Written by best selling writer and renowned designer David Airey Identity Designed formalizes the process and the benefits of brand identity design and includes a substantial collection of high caliber projects from a variety of the world's most talented design studios You'll see the history and importance of branding a contemporary assessment of best practices and how there's always more than one way to exceed client expectations You'll also learn a range of methods for conducting research defining strategy generating ideas developing touchpoints implementing style guides and futureproofing your designs Each identity case study is followed by a recap of key points The book includes projects by Lantern Base Pharus OCD Rice Creative Foreign Policy Underline Studio Fedoriv Freytag Anderson Bedow Robot Food Together Design Believe in Jack Renwick Studio ico Design and Lundgren Lindqvist Identity Designed is a must have not only for designers but also for entrepreneurs who want to improve their work with a greater understanding of how good design is good business

Work for Money, Design for Love David Airey, 2012-10-26 Unlike other dry business books this refreshing straightforward guide from Logo Design Love author and international designer David Airey answers the questions all designers have when first starting out on their own In fact the book was inspired by the many questions David receives every day from the more than 600 000 designers who visit his three blogs Logo Design Love Identity Designed and DavidAirey.com each month How do I find new clients How much should I charge for my design work When should I say no to a client How do I handle difficult clients What should I be sure to include in my contracts David's readers a passionate and vocal group regularly ask him these questions and many more on how to launch and run their own design careers With this book David finally answers their pressing questions with anecdotes case studies and sound advice garnered from his own experience as well as those of such well known designers as Ivan Chermayeff Jerry Kuyper Maggie Macnab Eric Karjaluoto and Von Glitschka Designers just starting out on their own will find this book invaluable in succeeding in today's hyper

networked global economy Creating a Brand Identity: A Guide for Designers Catharine Slade-Brooking,2016-01-18
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 Smashing Logo Design Gareth Hardy,2011-06-15 The ultimate guide to Logo Design from the world s most popular resource for web designers and developers Web designers and developers now find themselves tasked with designing not only a client s Web site but also their logo and brand identity By adding Logo Design to your portfolio you also add brand skills and unique content This unparalleled guide dives into the topic of design theory and tells you everything you need to know in order to build remarkable logo No matter your level of experience Smashing Magazine covers techniques and best practices in understandable way You ll look behind the scenes at the art of creating identities From theory to instruction to inspiration this must have book addresses the challenges and rewards of creating a logo that adheres to specific rules of successful design Details the process of creating a memorable and unique logo from finding inspiration to executing the design Looks at what makes a logo successful various typefaces to explore ways to use color the pros and cons of vector how to prepare for print and more Zeroes in on the research concepts and techniques that go into designing an amazing logo Includes more than 400 never before published logos interviews with established designers and biographies of logo design masters with case studies of their iconic work Appeals to a wide range of readers from aspiring designer to experienced professional Encompassing everything about the art of creating identities this is the only book you need to get started designing today *Designing Brand Identity* Alina Wheeler,2012-10-11 A revised new edition of the bestselling toolkit for creating building and maintaining a strong brand From research and analysis through brand strategy design development through application design and identity standards through launch and governance *Designing Brand Identity* Fourth Edition offers brand managers marketers and designers a proven universal five phase process for creating and implementing effective brand identity Enriched by new case studies showcasing successful world class brands this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding including social networks mobile devices global markets apps video and virtual brands Features more than 30 all new case studies showing best practices and world class Updated to include more than 35 percent new material Offers a proven universal five phase process and methodology for creating and implementing effective brand identity *Book of Branding* Radim Malinic,2019-11-11 *Book of Branding* is an essential addition to the start up toolkit designed for entrepreneurs

founders visual designers brand creators and anyone seeking to decode the complicated world of brand identity The conversational jargon free tone of the book helps the reader to understand essential elements of the brand identity process Offering first hand experience insights and tips throughout the book uses real life case studies to show how great collaborative work can be achieved Book of Branding is a creative guide for new businesses start ups and individuals which puts visual identity at the heart of brand strategy *Logo Design Love, Annotated and Expanded Edition, Second Edition* David Airey,2014 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 of Ideas** Radim Malinic,2018-09-07 Book of Ideas series Vol 2 suitable for art and design students freelancers art directors graphic designers and all other creatives looking to grow their career Book of Ideas vol 2 continues what designer and creative director Radim Malinic started in the first edition offering yet more indispensable advice on making it in the creative industries Chapters cover issues ranging from creativity for good how to decode our own creative DNA embracing limitations using humour and how to entertain the right wrongs It discusses how to improve design work through more skilful use of language and in doing so how to stir the right reactions and present well rounded creative projects with confidence Among the ideas and the work illustrating them Book of Ideas vol 2 offers holistic guidance on better understanding yourself as a creative and how to approach your life and work in a mindful smart way to make you a better designer creator and thinker at any point in your career *Marks of Excellence* Per Mollerup,1997 The core of the book is a full classification of all the trade marks covering pictures names and abbreviations The author analyses and describes the history of trademarks and shows how they have transcended barriers of language and time Logo, revised edition Michael Evamy,2020-08-18 The next time you are tempted to design a logo take a look at this book Chances are it has already been done By raising the bar this wonderful resource will make better designers of all of us Michael Bierut of Pentagram Design on the first edition of Logo This bestselling logo bible has provided graphic designers with an

indispensable reference source for over a decade and over 300 new logos have been added to this fully revised and updated edition All the logos are grouped into categories such as crosses stars crowns animals and people and are shown in black and white to emphasize the visual form of the logos This offers designers a ready resource to draw upon in the research phase of identity projects Logos are also indexed alphabetically by name of designer and by industrial sector for ease of use

Logotype Michael Evamy,2012-09-24 Logotype is the definitive modern collection of logotypes monograms and other text based corporate marks Featuring more than 1 300 international typographic identities by around 250 design studios this is an indispensable handbook for every design studio providing a valuable resource to draw on in branding and corporate identity projects Logotype is truly international and features the world s outstanding identity designers Examples are drawn not just from Western Europe and North America but also Australia South Africa the Far East Israel Iran South America and Eastern Europe Contributing design firms include giants such as Pentagram Vignelli Associates Chermayeff Geismar Wolff Olins Landor Total Identity and Ken Miki Associates as well as dozens of highly creative emerging studios Retaining the striking black and white aesthetic and structure of Logo also by Michael Evamy and Symbol Logotype is an important and essential companion volume

Graphic Design Solutions Robin Landa,2013-01-01 This best selling text remains the most comprehensive how to reference on graphic design and advertising for print and interactive media intended to serve as a foundation for a graphic design and advertising design education Theory and applications are stressed with an instructive approach Known for its thorough treatment of theory and major graphic design applications this text concentrates on the integration of design principles and elements providing hundreds of meaningful examples of historical modern and contemporary design and of their interaction throughout

Graphic Icons John Clifford,2014 Who are history s most iconic graphic designers Let the debate begin here In this gorgeous visual overview of the history of graphic design students are introduced to 50 of the most important designers from the early 20th century to the present day This fun to read pretty to look at graphic design history primer introduces them to the work and notable achievements of such industry luminaries as El Lissitzky Alexander Rodchenko A M Cassandre Alvin Lustig Cipe Pineles Armin Hofmann Paul Rand Saul Bass Herb Lubalin Milton Glaser Stefan Sagmeister John Maeda Paula Scher and more Who coined the term graphic design Who designed the first album cover Who was the first female art director of a mass market American magazine Who created the I Want My MTV ad campaign Who created the first mail order font shop In *Graphic Icons Visionaries Who Shaped Modern Graphic Design* students start with the who and quickly learn the what when why and where behind graphic design s most important breakthroughs and the impact they had and continue to have on the world we live in

Identify Tom

Geismar,Sagi Haviv,Ivan Chermayeff,2011-10-31 The NBC peacock Chase Bank s blue octagon Mobil Oil s arresting red O PBS s poetic silhouettes of Everyman Chermayeff Geismar s visual identities are instantly recognizable by countless millions around the world one identity the official logo for the U S Bicentennial even sits on Mars and set the standard for what a

successful trademark is In Identify celebrated designers Tom Geismar and Ivan Chermayeff and partner rising star Sagi Haviv called a logo prodigy by The New Yorker open up their studio for the first time in the firm's 55 year history and reveal the creative process that led to the firm's iconic visual identities from the oldest Chase Bank and Mobil Oil in the 1960s to the more recent Armani Exchange and the Library of Congress in the 2000s The team demonstrates how their approach to design has remained unaltered by cultural and technological change and is in fact more successful than ever in today's online and digital applications due to the powerful simplicity that is the hallmark of the firm's work A showcase of some of the world's most famous and enduring trademarks an account of how they came to be and an unprecedented insider's peek into a legendary branding and graphic design firm Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff Geismar unveils the thinking and the process behind identity design that works **LOGO Theory** A Michael Shumate,2016-06-07 A book that reveals the principles behind enduring branding design principles that transcend fad and fashion **How to Design a Logo** SendPoints SP,2021-03 Logo design is a systematic and integrated work Logo designers are obliged to learn about market positioning to communicate effectively with client and conceive an idea thoroughly before a quick and precise execution is possible Focusing on design thinking the book showcases an array of distinguished logos which fall into four categories typography plants animals and geometry As a practical guide it also introduces the step by step design process of each logo Layout for Graphic Designers Gavin Ambrose,Paul Harris,2018-03-08 Layout for graphic design concerns the arrangement of text and images on a page How these elements are positioned both in relation to one another and within the overall design scheme will affect how content is viewed and received Whether in print or online it is key to powerful visual communication Layout for Graphic Designers provides visual arts students with a theoretical and practical underpinning of this design subject Packed with over 200 examples from key contemporary practices and fully illustrated with clear diagrams and inspiring imagery it offers an essential exploration of the subject This third edition has been updated to include 25 new images and 6 new case studies from Lundgren Lindqvist TwoPoints Net Bruce Mau Design Non Format Mind Design and Plau Platform Cynthia Johnson,2019-02-05 The indispensable guide to developing a personal brand building an audience and nurturing followers by digital marketing thought leader Cynthia Johnson In the modern world influence is everything and personal branding equals influence Platform is the why to how to handbook by top expert Cynthia Johnson for everyone who wants to develop and manage a personal brand In Platform Johnson explains the process of going from unknown to influencer by achieving personal proof social proof recognition and association Johnson herself went from an on staff social media manager to social media influencer entrepreneur and marketing thought leader in just three years using her process of accelerated brand development continuous brand management and strategic growth Fans of GirlBoss and AskGaryVee who wonder how their favorite influencers found their voices and built their audiences will find the answers here and discover that the process is technical creative tactical and much easier than they might have

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