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Comprehensive Book

The Logo Brainstorm Book
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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

this awesome notebook is really useful for planning and sketching down logo designs illustrations and the dotted pages make it easy to brainstorm ideas this lovely notebook will make a great gift for any graphic designer illustrator motion designer it s also great for planning taking notes and writing goals it s easy to carry and you can take it anywhere and maybe impress any friends around features 6 x 9 inches matte finish cover 110 dotted pages you can see more notebooks and journals by clicking on our name

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this book is a hands on guide to the entire process of making logos and fonts and even icons all of which essentially start with the ability to draw letterforms the intent of the book in fact is to enable the user to end reliance on opf other people s fonts and learn to draw your own custom logos fonts and lettering logo font lettering bible is unique in that it teaches you how to create logos and fonts from scratch using traditional tools as well as the computer programs adobe illustrator and fontographer plus a bit about fontlab the book provides all the traditional rules and tips about letter formation relating to proportion shaping balance spacing composition and actually teaches five different methods of drawing letters on computer using bezier curves there has never been a book like this one that goes into so much detail about drawing letters and takes such a fun and irreverent approach while doing so the book is also full of inspiration and analysis of tons of great examples of vintage and current lettering from old manuscripts to graffiti logo font lettering bible also shows you how to create fancy drop shadows and other type effects and finally the last section provides straight talk on the business of being a logo and font designer from advertising your work and pricing to dealing with difficult clients aren t they all

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