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more than a pretty face designed to identify a product a logo combines powerful elements super boosted with sophisticated branding techniques logos spark our purchasing choice and can affect our wellbeing lovingly detailed researched and honed to deliver a specific intention a logo contains a unique dynamic that sidesteps our conscious mind we might not know why we prefer one product over another but the logo designed to connect the heart of the brand to our own hearts plays a vital part in our decision to buy the power of symbols to sway us has been recognised throughout history found in caves and in egyptian temples they are attributed with the strength to foretell and create the future connect us with the divine and evoke emotions from horror to ecstasy at a glance the new symbols we imbue with these awesome powers are our favourite brand logos discover the unconscious effect of these modern symbols that thrust our most successful global corporations into the limelight and our lives learn to make informed choices about brands find out how a logo reflects the state of the brand and holds it to account

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el logotipo es uno de los recursos más poderosos que tienen las organizaciones y empresas para atraer la atención de un público global que vive apresurado aunque suele ser una pequeña parte de un diseño de identidad corporativa más amplio el logo es el punto de enfoque de cualquier sistema de identidad y la clave de su aceptación logo es una guía de fácil acceso al mundo del diseño de identidades el libro está dividido en tres secciones que analizan respectivamente logotipos fundamentalmente tipográficos emblemas figurativos y abstractos y familias dinámicas de logos cada sección incluye una breve introducción para facilitar la decodificación del lenguaje visual de las marcas y captar las nuevas tendencias que se esconde detrás de la popularidad de los cuadrados y círculos sólidos y de los logos manuscritos qué significa en cada sector industrial una montaña una estrella o unas franjas verticales este libro recoge el trabajo de grandes maestros como paul rand saul bass y anton stankowski de estudios de renombre en el mundo del diseño y de nuevos talentos que empiezan a despuntar como sagmeister inc north design studio apeloig y segura inc entre ellos incluye logotipos clásicos como los de deutsche bank wwf lufthansa starbucks time warner ubs y kellogg s y nuevos como los de la tate el rac y conedison

the only truly comprehensive guide to designing trademarks and logos from the initial idea to the final design

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