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Logotype (Mini)



Synopsis

Logotype mini 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 mini 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. Logotype mini is an important and essential companion volume to Logo and Symbol minis.

Book Information

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Customer Reviews

Michael Evamy is a design journalist, author, and copywriter and works with major design companies on branding and identity projects. His previous books include Logo and, with Lucienne Roberts, Insight.

Perfect refrence when designing a logo. I use this alot when brainstorming.

Great book ,very inspirational.

Amazing book!

Nice

Great Book!

My son cried when I gave him this book ã â â“â If he cried it's great!

It worked perfect for me. It is exactly as it is shown in the picture. The book is really cool

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