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Letterhead And Logo Design 9 (Letterhead & LOGO Design (Quality)) (v. 9)



Synopsis

Now available in paperback format, #9 of this the best-selling annual Letterhead and Logo Design features the most creative and inspiring work in the field from well-known design leaders, new design firms, and cutting edge artists. Includes everything identity, from logos to labels, business cards to envelopes, and the creative techniques and full-color images portrayed in this broad range of work will inspire new design solutions for age-old challenges that beg for a fresh approach. Both design firms and their clients will find this an invaluable resource for inspiration and ideas that grab the viewer's attention and create a lasting impression.

Book Information

Series: Letterhead & LOGO Design (Quality) (Book 9)

Paperback: 240 pages

Publisher: Rockport Publishers; 1st Paperback Ed edition (May 1, 2007)

Language: English

ISBN-10: 1592533892

ISBN-13: 978-1592533893

Product Dimensions: 9 x 0.8 x 11 inches

Shipping Weight: 2.4 pounds

Average Customer Review: 4.3 out of 5 stars 20 customer reviews

Best Sellers Rank: #852,450 in Books (See Top 100 in Books) #121 in Books > Arts &

Photography > Graphic Design > Commercial > Branding & Logo Design #4552 in Books > Arts & Photography > Decorative Arts & Design #11714 in Books > Arts & Photography > History & Criticism

Customer Reviews

Christopher Simmons, founding principal of MINE, is a designer, writer, and educator. He is an instructor in identity design at California College of the Arts and at Academy of Art University in San Francisco, and is a frequent lecturer on design issues at colleges, universities, and professional organizations. Simmons is president of the San Francisco chapter of the American Institute of Graphic Arts (AIGA). His first book on identity design, Logo Lab, was released in 2005. He lives in San Francisco.

This book is just beautiful and well designed. Very little information on the logos, designs, etc., but actually this is kind of a catalog with quite a varied collection of excellent logos and a few letterhead

designs that really are outstanding. Therefore it serves its purpose well. I am a self taught graphic artist that sometimes runs out of Ideas and/or inspiration. Browsing through these pages sparks some light to my senses. I do it very often, even if I don't have a specific related work in mind. This type of books serves well to keep us fresh and up to date with what is going on in the market. I do recommend this book to anyone with the occasional need for inspiration.

Excellent resource for a graphic artist. Having a handful of these type of novels laying around is always handy when a little inspiration is needed. Would recommend!

There is no doubt this book contains some beautiful and smart logos. I just wish more information would have been given about the clients. In fact, some of the best logos in the book are in the introduction, designed by the author, and here a very brief description of the client is given (such as "Logo to identify certified vegan foods"). But this stops once the heart of the book begins. To be fully appreciated, a logo needs to have context, and none is given in this book except for the client's name (such as "VIP Industries" - who?). Nevertheless, definitely worth buying.

I don't like it.

I love having this by my work desk to look through before I start a new project. Gets me thinking outside the box!

Open this book to any page and read or look at the pictures, it'll get your creative juices flowing nicely.

The latest collection of diverse and inspirational logos and letterheads from around the globe. A great sample of the ever changing trends in design expectations and innovation.

Very beautiful and detailed resource for collateral branding and design. The high standards you'd expect from Rockport pub's. GREAT BUY!

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