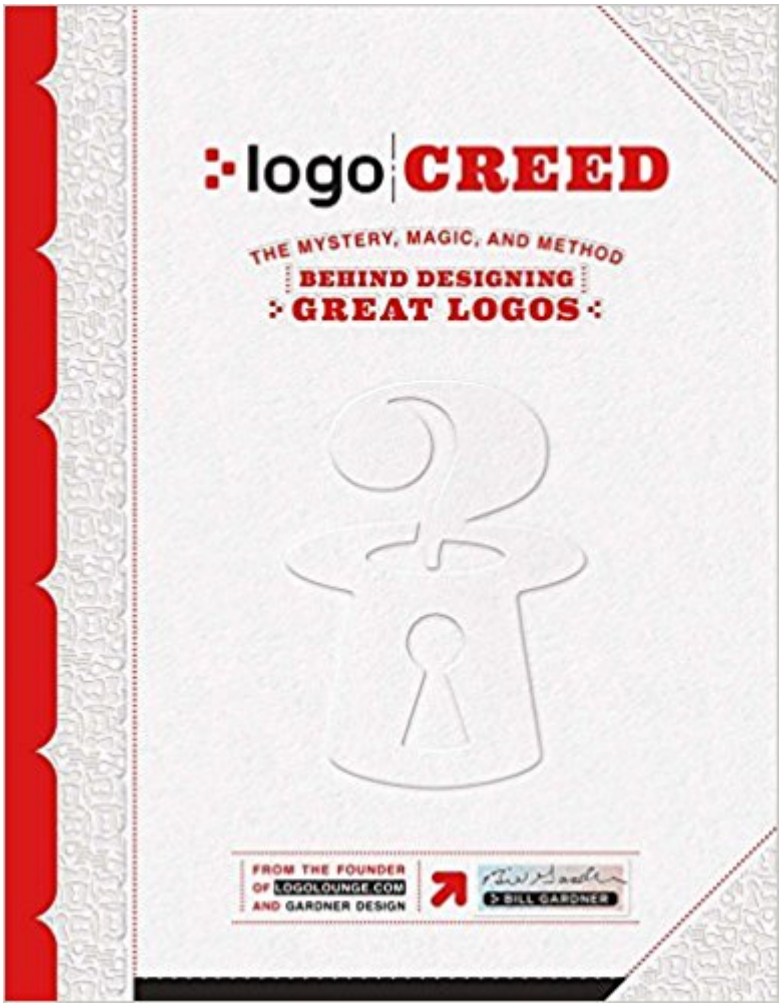
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Logo Creed: The Mystery, Magic, And Method Behind Designing Great Logos



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Synopsis

Written by the founder of LogoLounge.com, this comprehensive handbook speaks to the magic of design and provides a glimpse into the designer's creed. Logo Creed puts designers directly in touch with strong mentors who speak candidly about the processes that lead to successful designs. Designers including David Airey, Bill Gardner, Von Gitschka, Paul Howalt, Jerry Kuyper, Brian Miller, Miles Newlyn, Sherwin Schwartzrock, Felix Sockwell, plus many more share their sketches, brainstorms, false starts and most successful techniques. Logo Creed shows you how to navigate the discovery process from research, reading the air for clues, and making the best use of budgets, to knowing what sort of mark to create. From there, you will move into development, where you will learn how to identify the most potent ideas, brainstorm effectively by yourself or with others, recognize the components of great logos, and understand how to distill ideas down to the very best solution. Finally, you will move into the delivery process, where you will learn to build brand DNA, craft presentations for specific situations and clients, tell the brand story, and keep your designs vital and alive even after they leave your hands. This book is highly beneficial for students, self-taught designers, and those who never stop learning.

Book Information

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Customer Reviews

Bill Gardner's commitment to the creation of effective, influential logo design and brand development has a long and acclaimed history. Principal of Gardner Design in Wichita, Kansas, he is sought after by such clients as Cessna, Bombardier/Learjet, Kroger, Cargill, Pepsi, Pizza Hut, SeaWorld, Thermos, Spirit AeroSystems, and Hallmark. He is also widely recognized as an author, teacher, design forecaster, and lecturer. He is the founder of LogoLounge.com, the world's largest,

searchable, real-time compendium of identity design, as well as coauthor of the best-selling Rockport Publishers LogoLounge book series. His intense awareness of the field has allowed him to develop techniques that forecast and anticipate shifts in design aesthetics, which led to the creation of his highly anticipated annual LogoLounge Trends Report.

Bill Gardner does it again! If youÃƒÂ¢Ã â ¬Ã â„¢ve been lucky enough (like me) to come across Logolounge, BillÃƒÂ¢Ã â ¬Ã â„¢s other amazing series and website/community, Logo Creed is all that and more! Tons of great logos, but a much deeper dive into what makes a great logo and how to create one that really communicates what youÃƒÂ¢Ã â ¬Ã â„¢re trying to say. Ultimately logos are these simple marks that have to say so much with so little (not an easy thing), so knowing what visual elements (color, shape, effectÃƒÂ¢Ã â ¬Ã Â¦) say to a viewer is really important to being able to communicate the right message. Bill breaks all that down. ItÃƒÂ¢Ã â ¬Ã â„¢s like the curtain has been pulled back! This book is a must have and has brought a new lens of clarity to my design! It is also filled with eye candy that inspires on its own. Bravo!AND, congratulations Mr. Gardner, I just read that the AIGA (the most respected design organization in America!!) has just chosen you as a Fellow! For those of you not familiar with this, it is among the highest of honors, if not THE highest of honors for a graphic designer today. Well deserved. :)

Logo Creed is a must-have for both the professional and the unseasoned designer alike, as well as the fledgling student designer whose interest in logo design has only just been piqued. The way that the book walks through the process, explains how to talk to and present to clients, and provides insight into different styles of logos is all extremely important information for the designer to understand, especially the student designer who is relatively unfamiliar with the behind-the-scenes of logo design. The true excellence of the book, however, is that it exposes the methods and practices of a variety of superb identity designers. Since the design process is different every time around (depending of course on things like clients, schedules and industry norms) the variety of approaches and solutions in Logo Creed make it invaluable.

I believe this book could be an alternative to firewood in your chimney, and probably it would not last for few minutes.The most dangerous about such books, is when an author pushes his/her personal opinion, personal terminology and blurred vision into novice readers. Imagine that some design student or a fresh design graduate would use some of the misleading ideas and concepts here and hold to it as a rule, method or a bylaw; can you imagine the outcome?The funny part is that it

combines facts extracted from solid resources and somehow blended with the author’s twisted view of design. Imagine it this view, if someone decides to categorize clocks and finds one in a 1$ with a built in light, he decides to name it a "Clocklite", and moves on to his grandmother’s house to find a dusty one and egoistically renames it as "DustHour" ... Now all vintage & antique clocks become "DustHour". (The book embeds such descriptions of logos - chapter 12)Last but not least, how in the name of hell you could accept that "A Spherical logo icon" suggests "Illusion", also "A pixelated logo" suggests "working together" and the funniest is that a blurred logo suggests "an invitation to come closer" & "deep thinking" ... Come on !!!Finally, there are a lot of advices in the book, some may work, but the most are disastrous, or even corruptible, especially to the young minds. DO NOT TAKE THIS BOOK SERIOUSLY !

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