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Los Logos 7



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Synopsis

Los Logos 7, the latest edition in our Los Logos series, showcases current developments in logo design. With Los Logos 7, Gestalten continues its bestselling series on contemporary logo design that began with the publication of Los Logos in 2002. Like its six predecessors, this latest edition is a comprehensive survey of the visual languages and styles used by cutting-edge logo designers from around the world. Printed in the familiar landscape format, this new compendium resets the standard for reference books on design. Whether primarily designed to identify, inform, or inspire, todayÃ¢â ¬â„¢s logos have to cover a lot of bases. Although they are often created for fast-paced digital platforms, they still need to provide companies and brands with an enduring visual. Los Logos 7 shows that less has become more. Due to the significant influence of interface design, current logos are evolving to focus on the essentials. Consequently, many contemporary designs forgo realistic images, playful forms, textures, or color gradients and instead return to classic geometric forms and clear colors. These new logos master the balancing act between respectful restraint and the deliberate shaping of an identity. Fully indexed and intuitively structured, Los Logos 7 draws connections between the applications and the fields for which the featured logos were intended. Presented on 400 pages, the work is bundled into the categories Corporate & Business, Culture, Design, Fashion, Motion/Media/Games, Music, Art, Politics, Sports, Health /Wellness, and Education & Sciences. This book not only celebrates the latest innovations in contemporary logo design, but is also a precursor to coming styles and trends Its practical examples inspire designers to create logos in line with the current zeitgeist and push their designs even further into the future.

Book Information

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Customer Reviews

Certainement LE livre de l'annÃƒÂ©e -- Artazart 2002-11The site for a book which is a definite 'must have' for each and every graphic designer in the world. --deformat, 2002-11-02 --This text refers to the Paperback edition.

Although the layout is beautiful and the book design is clean, this book is not what I expected. The logos seem dated and too trendy. There is no innovative thinking behind these logo marks, and the only information given about the logo is the name of the firm (frustrating when the logo is only a symbol) which is why I returned te book. I'm sure some designers can get use out of this, but I personally like more information and and more thought process when I buy design reference books.

If you are looking for a book that contains independent thinking and significant design work, this book may disappoint you. It disappointed me because the work itself is consistently immature and underdeveloped, amounting to a mediocre collection of almost amateur logos. In this book I see some good work, but it is the minority, so perhaps a stricter selection criteria would have contributed to a better final product. I'm ok with the dated content, in fact I enjoy quality dated design and that is why I bought this book in 2016, the problem however is that there is very little quality in here.

Another good entry from the Los Logos series. Whether you are actively designing a logo or just seeking inspiration, this is a good one to keep on hand. Not only do you get great examples, but you also get words of wisdom from some of today's great minds working in the field of visual design.

I bought this book used and it was in great condition. The logos were beautiful and inspirational. As others have noted I wish there were explanations about the logos. I think that comes in their later books. It was much thicker than I thought. Over all wonderful book! I will most likely buy the rest of the series.

If you're a designer that needs inspiration in this synthetic world (just like me) look no further.Just go ahead and buy the 3 books of the series (just like me). Don't be afraid the logos don't are seppareted in themes so one book complements the other.It impress me because I acctually hate logo books, they are so corporate usually. But these stand up for the creative explorations over style, application and paradigm breaking.A huge collection of logos, I feel I don't need to buy other books in the genre, all I need is there (i am a designer not a agency director, so don't get me wrong)

Great buy for designers and students! always a good idea to stay in tune to the latest trends to keep you on your feet! Design-on guys!!

OK book. Did not fit my needs.

The book comes in a nice cover and all, but I was a bit dissapointed upon looking inside. There are some cool logos, but not as many as I thought their would be. Some of them suck and I don’t know why they’re even in there. I’d say out of 385 pages 100 were good. Not all of them are bad though, I have seen worse.This book is good if your venturing into new styles , or just for a good creative refreshment, yet it’s also good for referencing too.

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