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LogoLounge 7: 2,000 International Identities By Leading Designers



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Synopsis

This celebratory book, the seventh in the series, once again pays tribute to the brilliant work top designers around the world have created for a diverse clientele. This inspiring collection provides a wealth of insight for graphic designers and their clients. The LogoLounge website (www.logolounge.com) showcases the work of the worldÃ¢â ¬â„¢s top designers as well as up-and-coming new talent, and this book presents the siteÃ¢â ¬â„¢s best designs of the past year as judged by an elite group of name-brand designers. The first portion LogoLounge 7 profiles ten top designers and spotlights their biggest, newest campaigns. A handful of their smaller projects are also featured in this section along with unused logos that have never before been seen. The second half of the book contains almost 2,000 logos organized by visual categories.

Book Information

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Customer Reviews

Bill Gardner is president of Gardner Design and has produced work for Learjet, Thermos, Nissan, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics. He is the author of LogoLounge I, LogoLounge II, LogoLounge III, and LogoLounge IV, and lives in Wichita, Kansas.Anne Hellman has been involved in several design titles, including Rockport Publishers' Joel Desgrippes and Marc Gobe on Emotional Brand Experience.

Good reference source for logo designers, though the quantity over quality approach gets annoying. Most of the logos are not very good in my opinion....with the quality designs few and far between. With that said, the used price for these books is worth the cost. I just wouldn't buy at full cost. If

you’re a professional logo designer, you’d be better off just subscribing to their online system that contains all of the logos from all of these logolounge books. The online database contains mostly crappy logos, but it’s still a good inspiration source.

As a senior art director and graphic designer, this book helps to inspire me and keep my work relevant. I get each year’s edition, either purchasing it for myself or as a gift. As a designer, it’s important to keep up with the industry and what your peers are doing. This book does that. I have many pages bookmarked with things that I find especially appealing.

This was a graduation gift for my daughter. She was very excited to get it. She is in graphic design,

One of my piers introduced me to this book series and now I am a fan. The only caveat is that he & I will only buy every other book because there is a bit of recycled material if you get every one. The Rockport publisher is also amazing as well. They are also the publisher for "Design Elements - A Graphic Style Manual" which is another of my favorite design resources.

Right from the very start, I have always been a fan of the LogoLounge series. They are fast becoming the place to turn to for the world’s best logo design. Compiling the best designs from the best designers, it is a constant source of inspiration and reference for all creatives.

The book has came scratched but inside everything is good!

This is a fantastic collection of logos, maybe one of the best yet. I’m a graphic designer and very critical of logos- and I couldn’t get enough if this one!

I bought this for my elder brother who likes making different logos. It’s really nice compilation. The featured cases of different brands is also very informative. I highly recommend this product to my friends and people who loves logo and brand design.

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