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LogoLounge 6: 2,000 International Identities By Leading Designers



Synopsis

Logos define, distinguish, and disseminate a company's core message. It is no wonder that creating successful marks takes a well conceived strategy and a skilled hand. This book, the sixth in the series, once again celebrates the brilliant work top designers around the world have created for clients both large and small. This diverse collection offers a wealth of inspiration and insights for graphic designers and their clients. Created by Bill Gardner, president of leading design firm Gardner Design, the LogoLounge website (www.logolounge.com) showcases the work of the world's top designers as well as up-and-coming new talent. The book presents the site's best designs of the past year as judged by an elite group of name-brand designers. The first portion of the book 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. LogoLounge 6 features the work of superstar artists and firms such as Stefan Sagmeister, Landor, Saffron, Jessica Hische, and MetaDesign. With 2,000 logos from every corner of the earth, this visually compelling volume is the go-to resource for inspiration from the best in the field.

Book Information

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Photography > Graphic Design > Commercial > Advertising

Customer Reviews

Catharine Fishel specializes in working with and writing about designers and related industries. Her writing has appeared in many leading publications, including PRINT, Communication Arts, Graphis,

ID, and many others. She is editor of the website <http://www.LogoLounge.com> and is the author of books including Paper Graphics, Minimal Graphics, Redesigning Identity, The Perfect Package, Designing for Children, LogoLounge I-VI, the LogoLounge Master Library series, and How to Grow as a Graphic Designer. She lives in Peoria, Illinois. Bill Gardner is president of Gardner Design in Wichita, Kansas, and has produced work for Cessna, Thermos, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics. His work has been featured in Communication Arts, Print, Identity, Graphis, New York Art Directors, the Museum of Modern Art, and many other national and international design exhibitions. He is the founder of LogoLounge.com and the author of LogoLounge 1, 2, 3, 4, 5, 6, and 7, the LogoLounge Master Library series, the annual LogoLounge Logo Trend Report, and Logo Creed.

A logo lovers dream book. I could sit for hours just looking at some of the great logos that have been designed over the years.

These logo lounge books are great for designers looking for some inspiration, though in my opinion many of the logos are not that good. It would be nice if there was a higher level of quality, but still worth the price if you can get these used.

Great series, as always. Well organized by categories and nice, easy-to-use layout.

The logo lounge books are the best. I own every one.

My wife designs logos and is a graphic designer. She loves these logo lounge books. This one is more of the same. Lander and Associates sure designed a lot of logos

I always love these books, and this one does not disappoint. Great logos for inspiration for any designer, and they're broken up into categories so you can find what you're looking for quickly.

Beautiful book!

An excellent book. And I can say that I am perhaps the person in Brazil to purchase more books Design, arts ...Send in news ever! Still very little buy via . There are people who offer me books directly to my office. But I want to increase purchases via is always an optimal experience. Tksjoao

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