

LogoLounge 6: 2,000 International Identities by Leading Designers



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.

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