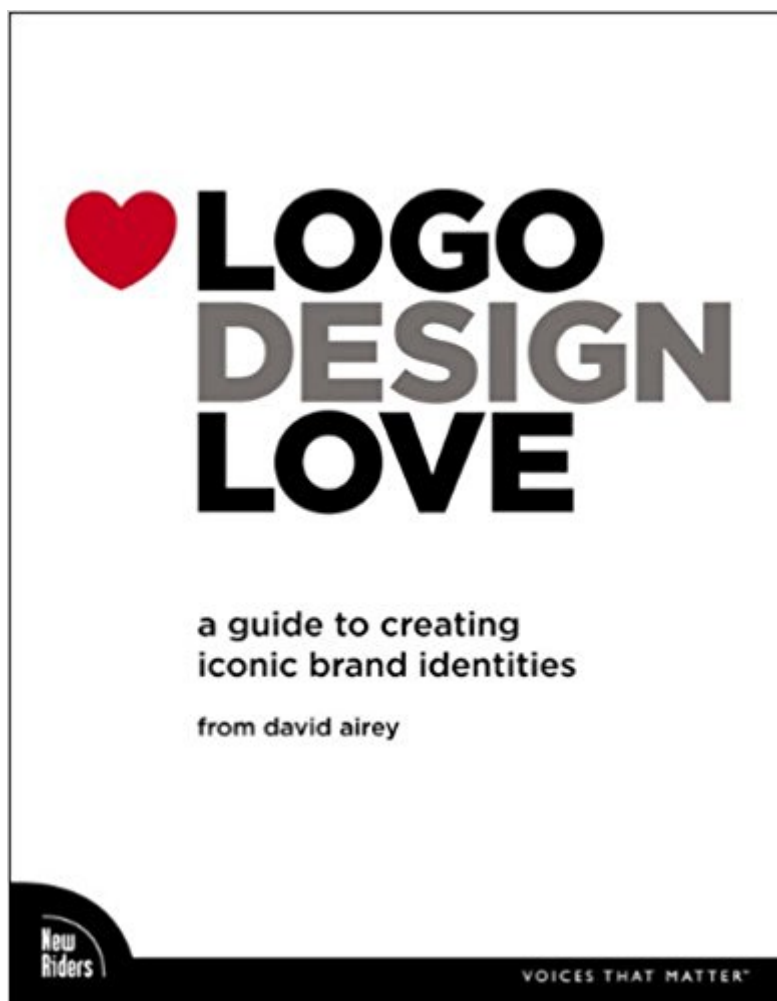


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# Logo Design Love



## Synopsis

There are a lot of books out there that show collections of logos. But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25 practical design tips for creating logos that last

## Book Information

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## Customer Reviews

David Airey, a graphic designer from Northern Ireland, has been intrigued about brand identity since the 1990s, when he enrolled on his first graphic design course. Having honed his skills working in the UK and the United States, he then made a conscious choice to specialize in logo design. Self-employed since 2005, David has amassed an impressive global client list, including Yellow Pages (Canada), Giacom (England), and Berthier Associates (Japan). He writes three of the most popular graphic design blogs on the Internet: [davidairey.com](http://davidairey.com), [logodesignlove.com](http://logodesignlove.com), and [identitydesigned.com](http://identitydesigned.com), attracting more than 600,000 online visitors every month.

I am a graphic designer and I can not say enough good things about this book. It is a fantastic book for graphic designers and identity experts. I cannot attest to the difference between the first and second edition as I only read this one. The sheer quality of the advice and case studies in this book is incredible. The information in this book is presented in such a matter of fact manner that not only is it a pretty quick read but very easy to absorb. The only down side I could possibly think of for this book is that it could probably be twice as long if Airey went into more detail on some of the more complex theories in this book. I will definitely be coming back to this book again and again as a resource while designing my graphic identities.

I'm 3/4 way through this book and I must say it has certainly over-delivered. I bought it to help with logo design but it has also given me much more insight on overall design. The information is definitely applicable to not just logo design, but design in general. David

A great book that follows and discusses some of the most popular logo designs as well as a great insight into the process of making a successful branding.

Purchased the book and absolutely loved it! I recently decided to take my craft seriously and it gave me a lot of insight into things I always questioned. I loved the examples given and the look, feel and the presentation was great. I have highlights in mine lol. Good job...great book...MUST BUY.

If you're curious about a career as a graphic designer, this book lays it all out from formulating concepts to dealing with clients. Logo Design Love demystifies graphic design while it inspires

creativity. I really enjoyed this book.

Seemed like a good introduction to design, combining reasonable advice with multiple case studies. I enjoyed reading it and would recommend it to anyone interested in branding.

The book is a new edition of a best seller book about graphic design. I haven't read the previous edition but I totally recommend this one as a great tool for graphic designer. It shows the full work process of designing a brand: passions, inspirations, finding and managing a client, and getting paid.

this book was for my Graphics class

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