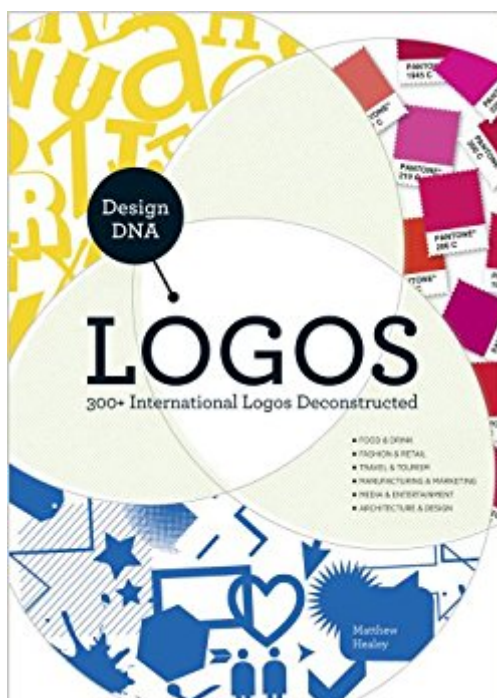


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# Design DNA - Logos: 300+ International Logos Deconstructed



## Synopsis

Logo design continues to be in the top most popular categories for graphic design books. Shows successful international logo solutions Provides useful and practical information that designers can apply to their own work

**Design DNA: Logos** is a practical and inspirational guide to logo design, and an invaluable sourcebook for any logo designer. It works on two levels, first by showcasing over 500 successful logos from around the world and then by analyzing how these logos are constructed to communicate and convey brand value. The logos in **Design DNA: Logos** are organized by industry sector, and each logo is deconstructed to reveal creative solutions by examining and discussing the choice of font, color, characteristics, and imagery and getting to the very heart of its design DNA. The design briefs and company histories illustrate how and why the logo design successfully portrays its message. Case studies provide further in-depth analysis, and walk readers through the reasoning behind the design decisions that made the logo work. "Focus On" sections also provide useful information on specific elements such as typography, icons, and colors, and how to apply them to the logo design.

## Book Information

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[Photography > Graphic Design > Commercial > Advertising](#) #163 in [Books > Business & Money](#)

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## Customer Reviews

Matthew Healey is a brand consultant and graphic designer. He sharpened his design and typography skills at advertising agencies in New York City and Prague, and has worked on successful branding and design projects in Eastern Europe and the United States. He is a member of the Design Management Institute (DMI), and has lectured about corporate identity, branding,

advertising, and marketing at workshops and conferences in Europe and the United States.

Really comes in handy. Its helpful to see how other designers solved some of the problems they were faced with by clients.

I bought this book with the expectation of learning something that could help me design great logos. What I found was pages and pages of logos, each with two arrows pointing at different portions of the logo and an adjective at the base of each arrow "explaining" the intent: "modern", "organic". Or "contemporary", "individualistic". It also gives you the name of the font used for each logo and a short "design approach" description that states the obvious. If you would compare this logos book to a people book, it would be the equivalent of a book full of pictures of people, analyzed like this: "this girl is blond and has blue eyes and a bubbly personality" / " this man is old, has no hair and looks sad" / "this is a boy playing basketball and the intent of the photographer was to take a picture of the boy in action". Seriously??? Stating what everyone can already see is not "deconstructive DNA". It's just making money out of a completely useless book.

I'm not a professional logo designer, but as an illustrator I am often asked to create logos as part of the contract. This book offered some great insights on how top professionals approach the design process.

All logos were described in an very detailed and descriptive way. You can learn a lot from this book! It's defintely a must-read!

As a designer I found this book very helpful in its ability to break down design ideas and philosophy into an easy to understand format. As a small business owner I'm often tasked with educating clients in the importance of design, branding and the impact its has or can have on their business.

I love this book. I use this book as a reference when I am ready to design a logo for a client.

I would have given this a 4 star rating because I really like the insights given to the logo examples. Breaking down the fonts and colors is pretty handy and insightful but a glaring flaw in my opinion is the text size in the book. It is so tiny It's a hassle reading it. I'm not 95 with eyesight problems or anything like that and I haven't had that issue with any other book I have, but man, the type is really

freaking small.

This book gives great insight into how logos are portrayed, I really enjoy the look and feel of the book. The pages have a nice durable feel with great amounts of detail in a great layout. I would recommend this book to any Graphic Designer or even a psychologist. It really does astound me how deep a logo can be.

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