



Logo Creed

By Fishel, Catharine

Quarto US, 2013. Paperback. Book Condition: New. 25.4 x 20.4 cm. Written by the founder of [Url removed] this comprehensive handbook speaks to the magic of design and provides a glimpse into the designer's creed. Logo Creed puts designers directly in touch with strong mentors who speak candidly about the processes that lead to successful designs. Designers including David Airey, Bill Gardner, Von Gitschka, Paul Howalt, Jerry Kuyper, Brian Miller, Miles Newlyn, Sherwin Schwartzrock, Felix Sockwell, plus many more share their sketches, brainstorming, false starts and most successful [Url removed] Creed shows you how to navigate the discovery process from research, reading the air for clues, and making the best use of budgets, to knowing what sort of mark to create. From there, you will move into development, where you will learn how to identify the most potent ideas, brainstorm effectively by yourself or with others, recognize the components of great logos, and understand how to distill ideas down to the very best solution. Finally, you will move into the delivery process, where you will learn to build brand DNA, craft presentations for specific situations and clients, tell the brand story, and keep your designs vital and alive even after...



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