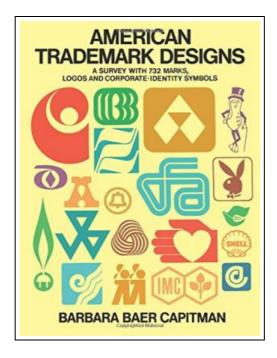
American Trade-mark Designs: Survey with 732 Marks, Logos and Corporate-identity Signs



Filesize: 8.41 MB

Reviews

Comprehensive manual for pdf fans. It is full of wisdom and knowledge You will like how the writer publish this book. (Mr. Ezequiel Rolfson)

AMERICAN TRADE-MARK DESIGNS: SURVEY WITH 732 MARKS, LOGOS AND CORPORATE-IDENTITY SIGNS



Dover Publications Inc., United States, 1976. Paperback. Book Condition: New. 277 x 211 mm. Language: English . Brand New Book. This collection of 732 American trademarks and symbols is widely representative of major past and current trends in American trademark design. The marks are arranged in categories that include entertainment, education, real estate, insurance, food and beverage, retailing, transportation, utilities, heavy industry, and others, and are chosen from local and internationally known examples. Reprinted in black-and-white, the marks appear here in their standard form on signs, letterheads, book bindings, T-shirts, sugar bags, household appliances, bank checks, drinking cups, coasters, screened commercials and printed ads, ashtrays, clothing labels, shopping bags, awnings, and so on. For several current trademarks, earlier versions are also illustrated and dated, tracing trademark genealogies of possible interest both as history and design. Captions identify the trademarks, giving year of design, and, when known, the name of the designer. The editor in her introduction describes the development of American trademarks from Ralston Purina's homespun checkerboard square to the Cities Service corporate triangle. Notes on the specialized uses and requirements of various kinds of marks introduce each section. This is a remarkable sourcebook for graphic artists, students, and commercial designers. Social psychologists, market researchers, and others interested in group behavior may find it the starting point of ideas and experiments. This book also has a curious fascination as browsing, illustrating at a glance how familiar, memorable, and widespread trademarks seem to be.



You May Also Like



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications.

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book *****
Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can usually...
Save ePub »



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.

Save ePub »



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****. This isn t porn. Everyone always asks and some of our family thinks...

Save ePub »



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand ******. Children's Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

Save ePub »



Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read... Save ePub »



Baby Bargains Secrets to Saving 20 to 50 on Baby Furniture Equipment Clothes Toys Maternity Wear and Much Much More by Alan Fields and Denise Fields 2005 Paperback

 $Book\,Condition; Brand\,New.\,Book\,Condition; Brand\,New.$

Read eBook »



The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds

Anness Publishing. Paperback. Book Condition: new. BRAND NEW, The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds, Nicola Baxter, Geoff Ball, This is a super-size first reading book for 3-5 year

Read eBook »



On Becoming Baby Wise, Book Two: Parenting Your Five to Twelve-Month Old Through the Babyhood Transition Parent-Wise Solutions, 2012. Paperback. Book Condition: New. BRAND NEW, Perfect Shape, No Black Remainder Mark, Fast Shipping With Online Tracking, International Orders shipped Global Priority Air Mail, All orders handled with care and shipped promptly in Read eBook »



Comic eBook: Hilarious Book for Kids Age 5-8: Dog Farts Dog Fart Super-Hero Style (Fart Book: Fart Freestyle Sounds on the Highest New Yorker Skyscraper Tops Beyond)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. BONUS - Includes FREE Dog Farts Audio Book for Kids Inside! For a

Read eBook »



America s Longest War: The United States and Vietnam, 1950-1975

 $McGraw-Hill\ Education-Europe, United\ States, 2013.\ Paperback.\ Book\ Condition:\ New.\ 5th.\ 206\ x\ 137\ mm.\ Language:\ English.\ Brand\ New\ Book.\ Respected\ for\ its\ thorough\ research,\ comprehensive\ coverage,\ and\ clear,\ readable\ style,\ America\ s$

Read eBook »