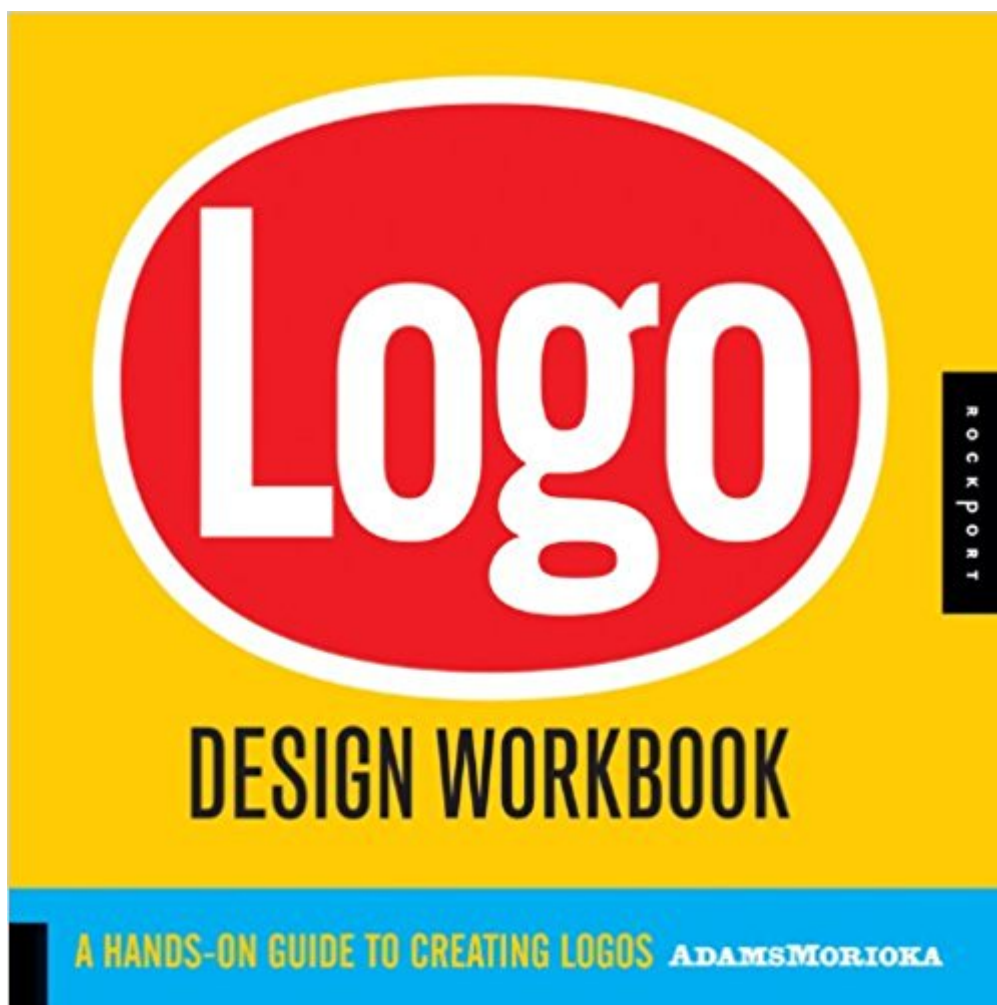


The book was found

Logo Design Workbook: A Hands-On Guide To Creating Logos



Synopsis

Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?" In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not. The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.

Book Information

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Customer Reviews

Sean Adams is the Executive Director of the Graphic Design Graduate Program at ArtCenter, founder of Burning Settlers Cabin studio, and on-screen author for [lynda.com/Linked In](#). He is the only two term AIGA national president in AIGA's 100-year history. In 2014, Adams was awarded the AIGA Medal, the highest honor in the profession. Previously, Adams was a founding partner at AdamsMorioka. Terry Lee Stone is a design management consultant, educator and writer based in Los Angeles. Stone currently consults to various design firms, including BMW Group Designworks USA. In addition to practicing professionally, Terry teaches at California Institute of the Arts (CalArts). Stone has been on the Board of Directors of the American Institute of Graphic Arts (AIGA) in Atlanta, Los Angeles and Miami, where she also served as the chapter's president.

She served nationally as the president of the AIGA Chapter President's Council.

For the most part, this book contains a bunch of example logo designs. Starting on page 99, the book contains only case studies. Before page 99, the book covers basic terminology and a design process at a very high level. The design process, however, is really just a bunch of example logo designs prefaced by a laundry list containing a process. In short, read this book if you want to see a bunch of great example logo designs, but stay away if you're expecting a "design workbook".

As recently as 5 years ago when I started freelancing, I wanted to know the ins and outs of creating a logo. A brand that lasts. I came across this book under the recommendation of some colleagues at LinkedIn.com and I purchased a copy. After reviewing it, I was amazed at all the things that actually go into creating a logo and now I try to stick by those. I am not a great Logo creator just yet and there is always room for improvement, but this book really give me the insight I needed in order to take the first steps. Thanks!

This is a great book for designers of all levels. It gives great explanations as to how one style of logo would work best over another based on its application. Color variation is discussed as well as detailed case studies and ways of presenting a logo to the client. The book is filled with pictures and variations of logos which makes this book very practical and inspiring. If you love design, this book is a must have and a great addition to your library. I'm glad I bought it!

This is a reasonable book for someone interested in the art of logo design. It offers a balance of text and images and explains the thought process involved in designing a logo fairly well. I tend to prefer a more hands on approach to designing and would have enjoyed more images and diagrams of the process, rather than a written explanation. The title "Logo Design Workbook" is a bit misleading as it is not so much a "workbook" as a "reference guide".

love the book!!

Good

It was as expected. Great book and great delivery.

I read a portion of this book every day and enjoy it every time! This book has GREAT information on everything that has to do with logos!

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