



## Taschen LOGO DESIGN 3 (IEP)

Julius Wiedemann

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## LOGO DESIGN 3 (IEP)

### Diverse logos from around the world

Everybody knows that the logo is a key branding element. A good one can glamorize just about anything, so it comes as no surprise that logo design is a crucial step in the development of a product or service. Each volume in the *Logo Design* series brings together **diverse logos from around the world**, organized into chapters by theme, such as creative industry, events, fashion, media, music, retailers, and service. A full index lists each logo's company, designer, and designer's website. Also included is a case study section, concentrating on logo application and development.

Anyone who's interested in design will appreciate this diverse compendium of visual ideas, and creative professionals will covet TASCHEN's *Logo Design* books. As scientist Linus Pauling once said, "In order to come up with one good idea, you must have lots of ideas."

**The features in Volume 3 include:** an interview with **H5**, the makers of 2010 Oscar winner *Logorama*, **Neville Brody**'s Research Studios on the redesign of Music for Youth, **Sasha Vidakovic** on the new identity for Victoria Beckham, leading Canadian design studio **Concrete** on the launch of SUPER cosmetics, British studio **KentLyons** on Jarman film award, **HB Design** from Argentina on the country's 200th anniversary logo, and **Helmut Langer** on universal identities.

**Julius Wiedemann** studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN titles include *Illustration Now!*, *Logo Design*, *Jazz Covers* and *Information Graphics*.

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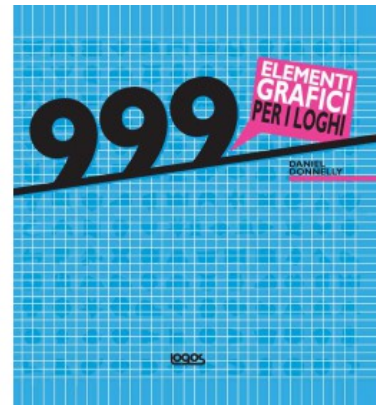
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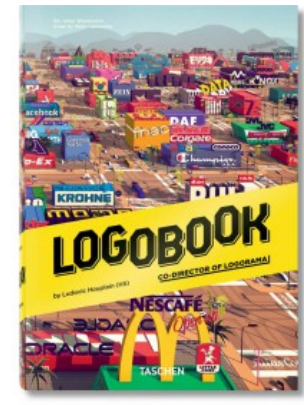
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