



Logo Design That Works: Secrets for Successful Logo Design (That Works Series)

Lisa Silver

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Logo design titles continue to sell the most copies of all graphic design subjects. This hard-working title examines 100 logo designs by illustrating how and why the design works. Sidebars compare and contrast rough drafts of popular logos with their final versions, and short tips address issues such as testing designs, sourcing inspiration, and typography. As well, the evolution of well-known logos are traced by examining why design changes were made and how those changes benefited the client and were successful on the market.

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