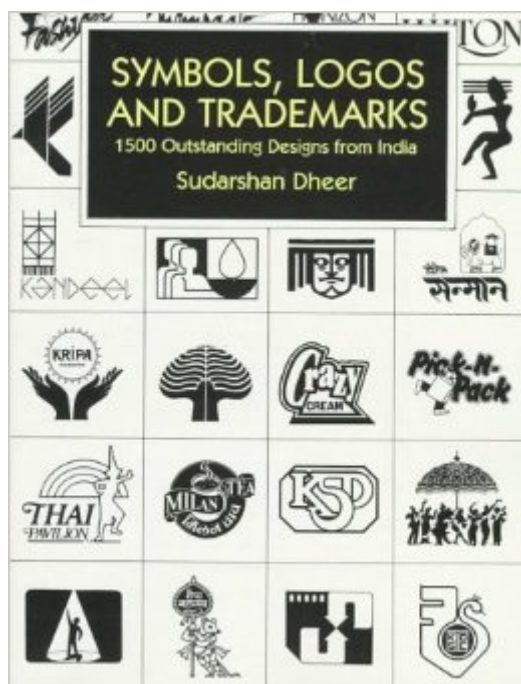**The book was found**

Symbols, Logos And Trademarks: 1,500 Outstanding Designs From India

Synopsis

Eye-catching symbols drawing on ancient design traditions and contemporary Western styles effectively transcend any written language and easily blend into the visual language of all markets. Illustrations represent a host of trades, crafts, businesses, and servicesâ "from health care and sports to travel and tourism; from electronics, education, and consumer products to financial institutions, food processing, and the garment industry. An inexpensive volume with a wealth of ideas and inspiration.

Book Information

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Average Customer Review: 3.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #1,683,032 in Books (See Top 100 in Books)   #33 inÂ Books > Arts & Photography > Graphic Design > Techniques > Use of Ornament   #465 inÂ Books > Arts & Photography > Graphic Design > Commercial > Book Design   #1466 inÂ Books > Arts & Photography > Graphic Design > Commercial > Illustration

Customer Reviews

For a compilation of logos, it was a definitely an adequate effort, just logos, their designers, the agencies and the project for which it was used. What I had found lacking was a larger introduction; it was essentially a couple of pages, and that was it. I did not mind that the largest single designer featured was by the author, but what was dissapointing was for the most part, how ordinary they looked. There were a few wonderful exceptions that demonstrated a marked regional (non-Western) flavor, but for the most part, Bauhaus ruled. Another problem occurs in the publishing date of the book. Although published recently, for the greatest part, the book is actually a reprint from the early 90's, hardly a reflection of current trends in India. I love logo compilations, but I'd prefer something more current, and with more explanation, such as you might find in the trade magazines.

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