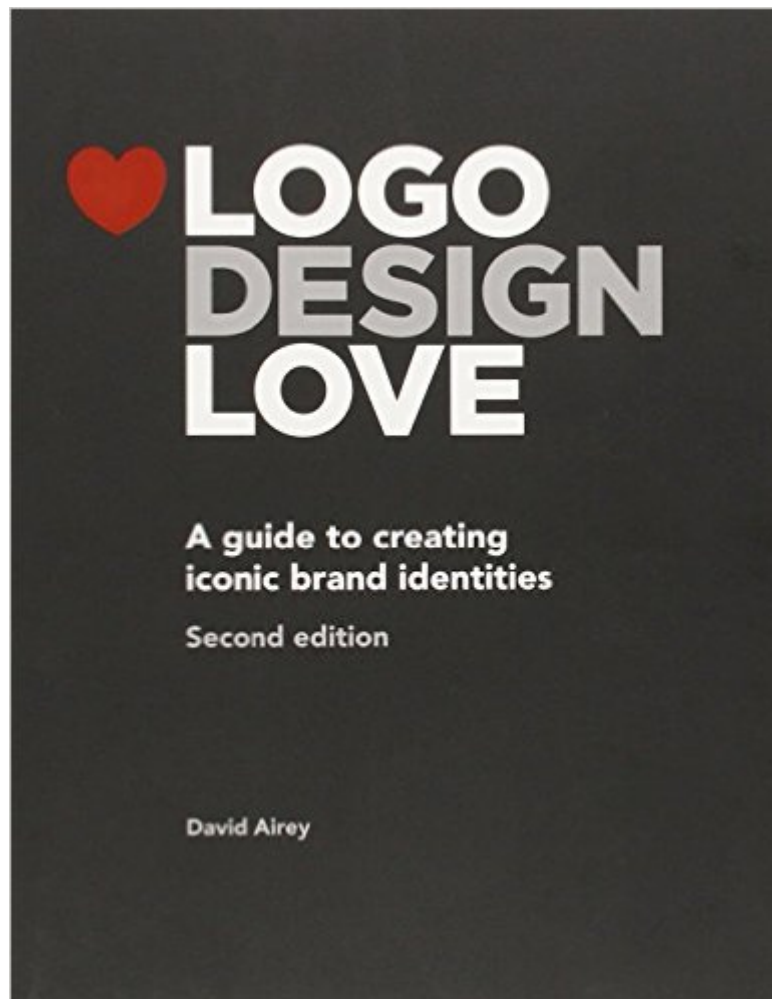# Logo Design Love: A Guide To Creating Iconic Brand Identities, 2nd Edition

Synopsis

Completely updated and expanded, the second edition of David Airey's Logo Design Love contains more of just about everything that made the first edition so great: more case studies, more sketches, more logos, more tips for working with clients, more insider stories, and more practical information for getting the job and getting it done right. In Logo Design Love, David shows you how to develop an iconic brand identity from start to finish, using client case studies from renowned designers. In the process, he reveals how designers create effective briefs, generate ideas, charge for their work, and collaborate with clients. David not only shares his personal experiences working on identity projects - including sketches and final results of his own successful designs - he also uses the work of many well-known designers such as Paula Scher, who designed the logos for Citi and Microsoft Windows, and Lindon Leader, creator of the current FedEx identity, as well as work from leading design studios, including Moving Brands, Pentagram, MetaDesign, Sagmeister & Walsh, and many more. In Logo Design Love, you'll learn: Best practices for extending a logo into a complete brand identity system Why one logo is more effective than another How to create your own iconic designs What sets some designers above the rest 31 practical design tips for creating logos that last

Book Information

Paperback: 240 pages

Publisher: Peachpit Press; 2 edition (August 30, 2014)

Language: English

ISBN-10: 0321985206

ISBN-13: 978-0321985200

Product Dimensions: 7.1 x 0.7 x 8.8 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (182 customer reviews)

Best Sellers Rank: #19,430 in Books (See Top 100 in Books)   #2 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design   #8 in Books > Computers & Technology > Graphics & Design > Desktop Publishing   #19 in Books > Arts & Photography > Study & Teaching

Customer Reviews

David Airey has nailed the topic of logo / identity design right on the head!I have been fortunate enough to have a handful of my logos featured in a few best selling books. By no means do I

consider myself an expert, but instead (just as every designer should be): a constant learner. Success is fleeting and then it's back to the drawing board to try and repeat the process. Just as every designer with a beating heart, I have questioned my design process, my pricing, my abilities, and my skill at negotiating with the client. Logo Design Love gave me the confidence to say: "You know what? I'm doing ok, but here's what I'm going to work on..." David Airey has come as close to mastering the topic as one can and he translates his methods flawlessly into an easy to understand series of steps that are sure to get your designs on the right track every-time. I am pleased to say that though I have been using much the same approach as David when constructing logos, I took some very valuable tips and strategies away from this that I can not wait to apply to my next identity design!Perhaps the best thing about this book is that it can serve as the perfect way to educate your client on the concept and process of logo design! 2009 found many of my clients consistently trying to pit my prices against crowd-sourcing sites even though there was absolutely no comparison in the quality and level of service between us...AND IT'S FRUSTRATING! VERY, VERY FRUSTRATING! You must remember that to the average client: a logo is just a logo and therefore shouldn't cost that much to create...to make matters worse, we designers have collectively pandered to this mentality instead of correcting it. This book, when given to your client, will correct it!

Logo Design Love by David Airey is a welcome addition to my newly budding collection of design books.Previously, I had bought another logo book that included ample examples of logos with wholly unrelated text and spatters of quotes, meant to stimulate speculation as opposed to provide instruction. Conversely, Airey's book provided text that was engaging, sequential, and meaningful in addition to providing some stellar pictorial examples of state-of-the-art logos. Airey's choice of logos used mostly artistic typeface, but were none the less brilliant, while the book itself flowed in a friendly manner.Although well over 45% of the book covers the business aspects of design, such as the how-to of presenting and leading design projects to clients, David Airey wrote these sections as if he were writing a letter to a dear friend. Indeed, Airey's warm tone of voice made the business components inviting, irrespective of how much background the reader might already have with presenting deliverables to the client.With that said, the highlights of the book for me included the following:1. The chapter providing brainstorming/mind mapping techniques for coming up with various words associated to general themes or concepts surrounding the company.2. The multitude of examples of the evolving sketches that comprised a fundamental part of the design process.3. The instruction on how to make a compelling logo design, including such advice as keeping it simple, singularly focused, and black-and-white (for the initial concept).4. The amazing examples of

state-of-the-art logo designs, including snippets of proposed design(s) along with the client approved design.5.

Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition Logo Design Love: A Guide to Creating Iconic Brand Identities Create a Logo: 7 Easy Steps to Your Client's Dream Logo (Graphic Design, Logo Design, Brainstorm, Branding, Clients, Sketching) Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market) How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Barred for Life: How Black Flag's Iconic Logo Became Punk Rock's Secret Handshake Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand No Logo: Taking Aim at the Brand Bullies The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Letterhead and Logo Design 9 Logo Design The Global Brand: How to Create and Develop Lasting Brand Value in the World Market A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity The 1 Day Brand: Learn How To Build A Physical Product Brand In One Day