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# Marks Of Excellence: The Development And Taxonomy Of Trademarks Revised And Expanded Edition



## Synopsis

Revised edition of the best-selling history of the trademark.

## Book Information

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## Customer Reviews

There is no more concentrated form of human communication than a trademark. Symbols like the Golden Arches, the script of Coca-Cola, the swoosh of Nike communicate (and often do it without words or letters) not only the name of the company, but emotions connected with the company and its products. You see hundreds of trademarks every day, and so does almost everyone else worldwide (and even if letters and words are used, the trademark symbolism transcends language barriers). Fifteen years ago, design consultant Per Mollerup brought out a volume about trademarks, and now it is enlarged and expanded in a second edition, *Marks of Excellence: The History and Taxonomy of Trademarks* (Phaidon). Large format, with illustrations on every page, this is a graphic text as befits its subject; but Mollerup has included text and notes about the origins, semiotics, purpose, and more, of trademarks. The marks themselves are the show, and the book is a satisfying display of graphic design. Trademarks are so universal, Mollerup says, that kids can look at the logo and say "Coca-Cola" before they can read, and adults can read the logo faster than they can read the words typed out. Trademarks are visual identifiers permitting fast identification. Objects were first marked to show ownership, but also started being marked to indicate a maker. The most extensive part of the book is the one on motifs, like the pages on bird trademarks. They are naturals, of course, for airlines. There is the Lufthansa bird in flight, of which Mollerup says, "This bird was the result of a competition held in 1919. It was first used on an aircraft in 1920 and has

never been grounded!" There are birds of different design for Singapore or American Airlines, but there is a penguin for books and one for clothing.

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