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Symbol (Mini)



Synopsis

Symbols play an integral role in branding programs. This book explores the visual language of symbols according to their most basic element: form. Over 1,300 symbols from all over the world are here categorized by visual type, divested of all agendas, meanings, and messages that might be associated with them so that the effectiveness of their composition and impact can be assessed without distraction and so that the reader can enjoy them as a pictorial language in their own right. Every symbol is captioned with information on who it was designed for, who designed it, when, and what the symbol stands for. These sections are interspersed with short but detailed case studies featuring classic examples of symbols still in use, and exceptional examples of recently designed symbols. This comprehensive volume is an indispensable resource for designers working on identity systems, and an engaging showcase of this exciting field. Now in a compact format.

Book Information

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Customer Reviews

Put logo, trademark or symbol into search and you'll come up with a few hundred books that cover every aspect of the subject, from how to design them to copyright problems. The subject is now a staple in the design publishers catalog. Hyland and Bateman's book is a notch above most because they've stripped the subject down to the basics and look at symbols only, so there are no typographic and image marks like UPS; Dole; MetLife; Exxon or Coca Cola, for example. The 1300 symbols in the book are divided into two sections: Abstract and Representational. These are subdivided into categories like stripes (fifteen examples) arrows (twenty-five) radiating/circular

(twenty-three) sun (fourteen) birds (thirty-two) or hearts (twenty-two). I thought the Representational pages the most fascinating because designers have to use a familiar object and change it into a unique version for a company so it will be recognizable anywhere. Anything that has a curve to it (bird, heart, eye) seems to encourage designers to create some wonderful company landmarks. Scattered through the pages are some case histories (over two or three pages) where there is a closer look at selected company marks. These are the only pages that use color. All the symbols have credits for company, country, designer, date and a brief description of what the design is for. There are a few hundred names, from around the world, in the designer index and Pentagram gets the most inclusions with sixty-two symbols, Chermayeff & Geismar get thirty-six and Karol Silwka (from Poland) gets thirty-one. Oddly the great designer Saul Bass only has one entry and Herb Lubalin none, I suppose because he was essentially a type man. There is a company and sector index also.

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