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Nearly two inches thick, this indispensable resource guide contains well-recognized logos (collected between 1980 and the present) designed by 172 of the world's best-known graphic designers. Hard-bound and alphabetized by artist, this is a definitive volume of marketing iconography of the moment. Designers range from Seattle-based artist Art Chantry, who penned the most identifiable trademarks of the grunge era, to the global giant branding firm Siegel + Gale, as well as many worthy but lesser-known artists from Europe, North America and Asia. Entries span the spectrum from Fortune 500 companies to independent-label musicians to fashion designers and every type of brand in-between. An important addition to any graphic design library.

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From reader reviews:

Irene Weinstein:

A lot of people always spent all their free time to vacation or go to the outside with them family members or their friend. Were you aware? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity honestly, that is look different you can read some sort of book. It is really fun for you personally. If you enjoy the book you read you can spent the whole day to reading a publication. The book Logo a Lot it is rather good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. If you did not have enough space to develop this book you can buy the actual e-book. You can m0ore easily to read this book through your smart phone. The price is not too costly but this book provides high quality.

Robert Stewart:

People live in this new day time of lifestyle always aim to and must have the extra time or they will get wide range of stress from both everyday life and work. So , once we ask do people have free time, we will say absolutely indeed. People is human not really a huge robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to you actually of course your answer will probably unlimited right. Then do you try this one, reading books. It can be your alternative inside spending your spare time, often the book you have read is actually Logo a Lot.

Christopher Hartwick:

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Jack McCurdy:

Many people spending their time frame by playing outside with friends, fun activity having family or just watching TV the entire day. You can have new activity to invest your whole day by studying a book. Ugh, ya think reading a book really can hard because you have to use the book everywhere? It ok you can have the e-book, getting everywhere you want in your Smart phone. Like Logo a Lot which is finding the e-book version. So , why not try out this book? Let's find.

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