

Los Logos: Compass



With a new look and editorial approach, Los Logos: Compass remains the authoritative reference on contemporary logo design. Like its predecessors, Los Logos: Compass offers a definitive overview of current developments and advancements in logo design the creative discipline that shapes the identities of brands, companies, and individuals. Comprised of 304 pages, and in a larger format than used in the past, Los Logos: Compass offers a rich, high-quality selection of up-to-the-minute logos that readers have come to expect. But the focus of the publication has been further sharpened from a comprehensive documentation to a competent classification of prevailing tendencies in design. In addition to illustrating the various co-existing design approaches and trends that are shaping logo design today, and will continue to influence it in the coming years, the book showcases outstanding work by noted designers in short text features. Los Logos: Compass aims to be not only an archive of current design, but to educate designers and clients about which approaches make the best fit for a given project independent of the latest trends. This issue is especially important in a challenging economy in which innovation and identity are essential. This fifth edition in the Los Logos series is not only a source of inspiration and an authoritative reference manual, but also a valuable compass that shows that every design problem is a variety of creative opportunities in disguise.

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