

Logo Design (Chinese Edition)



Through case analysis, this book gives a comprehensive introduction to the development of logo, design patterns and techniques, creative thinking, and design procedures. It collects a large number of excellent domestic and overseas logo designs. Logo design integrates rich feelings into the signs and symbols; during the process, designers must develop their multi-facet thinking and follow the tradition. Excellent logo design should generate great spiritual force and endure the trial of time. This book aims to serve for practical logo design and help readers have a full understanding of logo.

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