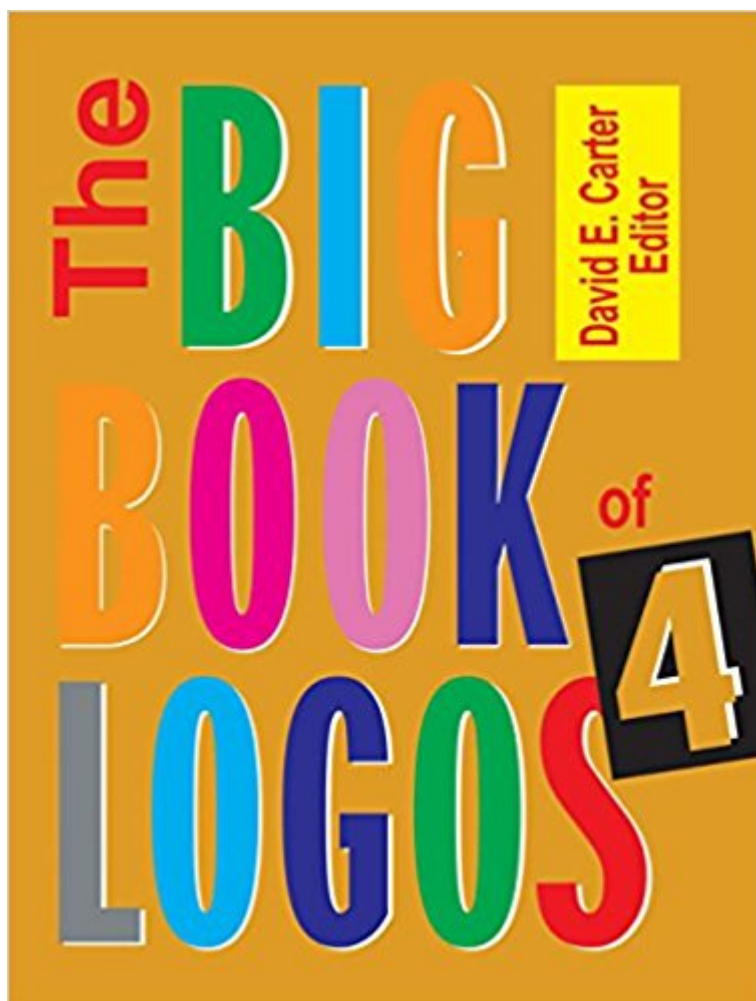


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The Big Book Of Logos 4 (Bk. 4)



Synopsis

The fourth book in David E. Carter's perennially bestselling Big Book of Logos series was the largest yet, and is now available in paperback! The Big Book of Logos 4 shows what's new and compelling in the world of logo design, providing endless inspiration for graphic designers in the critical 'idea-generating' phase. This collection showcases effective logo design from around the world; the variety of styles and techniques on display cover the complete creative spectrum. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

A noted authority on the subjects of graphic design, logo design, and corporate branding, David E. Carter has produced over 100 best-selling books in those fields, including The Big Book of Logos, The Big Book of New Design Ideas, and The Big Book of Business Cards. He is currently working on several new corporate identity books.

I have looked over innumerable logo design books for many decades - This is likely one of the very best! I pulled five usable logo's out of the book for several of my own businesses. You can scan them; and, then have them auto-traced in Adobe Illustrator, etc. I can't recommend this book enough - It is full of USABLE real life examples! What else can I possibly say?

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