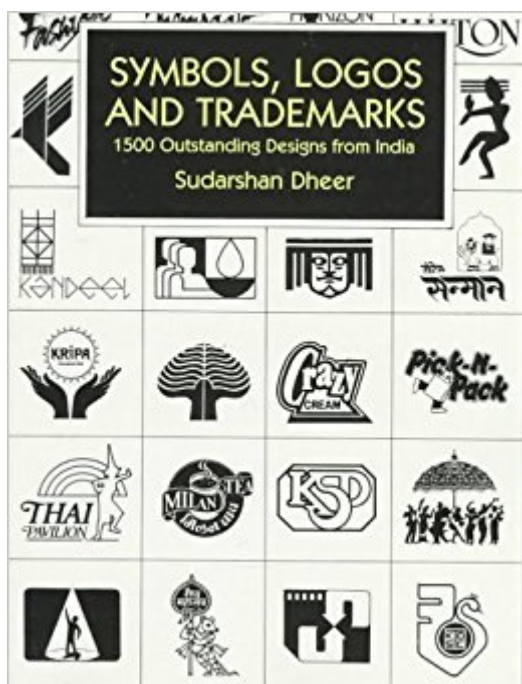


The book was found

Symbols, Logos And Trademarks: 1,500 Outstanding Designs From India



Synopsis

Eye-catching symbols drawing on ancient design traditions and contemporary Western styles effectively transcend any written language and easily blend into the visual language of all markets. Illustrations represent a host of trades, crafts, businesses, and services—from health care and sports to travel and tourism; from electronics, education, and consumer products to financial institutions, food processing, and the garment industry. An inexpensive volume with a wealth of ideas and inspiration.

Book Information

Paperback: 208 pages

Publisher: Dover Publications (January 30, 1998)

Language: English

ISBN-10: 0486400395

ISBN-13: 978-0486400396

Product Dimensions: 11.2 x 8.3 x 0.5 inches

Shipping Weight: 1.3 pounds

Average Customer Review: 3.0 out of 5 stars 1 customer review

Best Sellers Rank: #3,700,723 in Books (See Top 100 in Books) #85 in [Books > Arts & Photography > Graphic Design > Techniques > Use of Ornament](#) #944 in [Books > Arts & Photography > Graphic Design > Commercial > Book Design](#) #2777 in [Books > Arts & Photography > Graphic Design > Commercial > Illustration](#)

Customer Reviews

For a compilation of logos, it was a definitely an adequate effort, just logos, their designers, the agencies and the project for which it was used. What I had found lacking was a larger introduction; it was essentially a couple of pages, and that was it. I did not mind that the largest single designer featured was by the author, but what was disappointing was for the most part, how ordinary they looked. There were a few wonderful exceptions that demonstrated a marked regional (non-Western) flavor, but for the most part, Bauhaus ruled. Another problem occurs in the publishing date of the book. Although published recently, for the greatest part, the book is actually a reprint from the early 90's, hardly a reflection of current trends in India. I love logo compilations, but I'd prefer something more current, and with more explanation, such as you might find in the trade magazines.

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