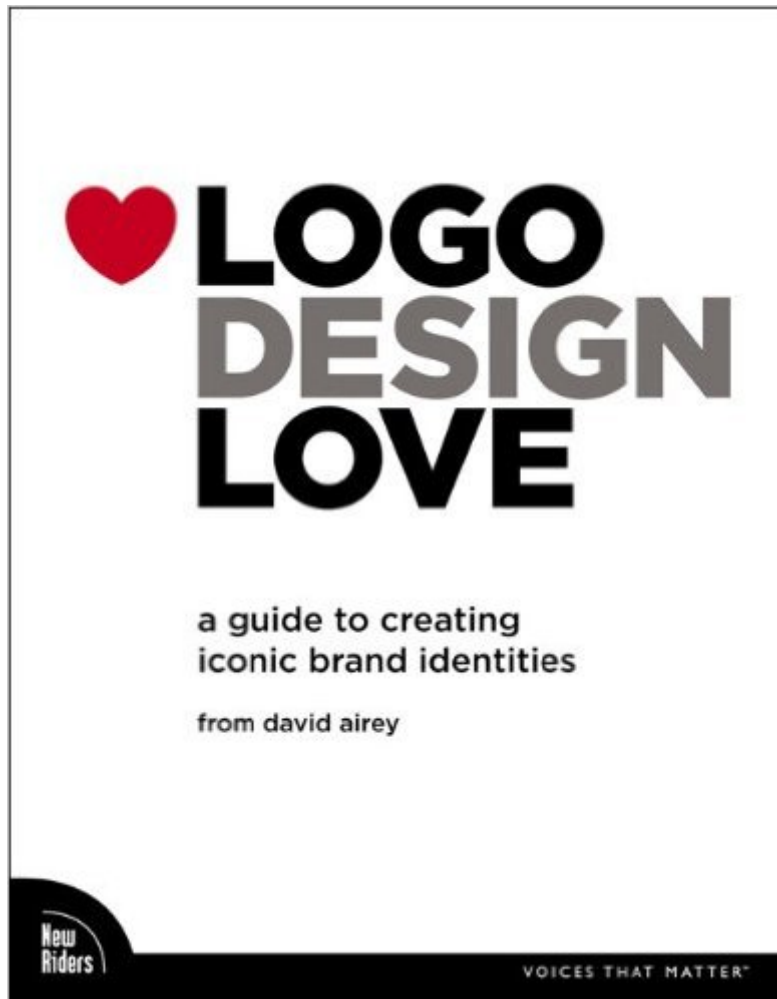


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# Logo Design Love: A Guide To Creating Iconic Brand Identities



## Synopsis

There are a lot of books out there that show collections of logos. But David Airey's *Logo Design Love* is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar

In *Logo Design Love*, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn:

- Why one logo is more effective than another
- How to create their own iconic designs
- What sets some designers above the rest
- Best practices for working with clients
- 25 practical design tips for creating logos that last

## Book Information

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## Customer Reviews

David Airey has nailed the topic of logo / identity design right on the head!! I have been fortunate enough to have a handful of my logos featured in a few best selling books. By no means do I consider myself an expert, but instead (just as every designer should be): a constant learner. Success is fleeting and then it's back to the drawing board to try and repeat the process. Just as every designer with a beating heart, I have questioned my design process, my pricing, my abilities, and my skill at negotiating with the client. Logo Design Love gave me the confidence to say: "You know what? I'm doing ok, but here's what I'm going to work on..." David Airey has come as close to mastering the topic as one can and he translates his methods flawlessly into an easy to understand series of steps that are sure to get your designs on the right track every-time. I am pleased to say that though I have been using much the same approach as David when constructing logos, I took some very valuable tips and strategies away from this that I can not wait to apply to my next identity design! Perhaps the best thing about this book is that it can serve as the perfect way to educate your client on the concept and process of logo design! 2009 found many of my clients consistently trying to pit my prices against crowd-sourcing sites even though there was absolutely no comparison in the quality and level of service between us...AND IT'S FRUSTRATING! VERY, VERY FRUSTRATING! You must remember that to the average client: a logo is just a logo and therefore shouldn't cost that much to create...to make matters worse, we designers have collectively pandered to this mentality instead of correcting it. This book, when given to your client, will correct it!

Logo Design Love by David Airey is a welcome addition to my newly budding collection of design books. Previously, I had bought another logo book that included ample examples of logos with wholly unrelated text and spatters of quotes, meant to stimulate speculation as opposed to provide instruction. Conversely, Airey's book provided text that was engaging, sequential, and meaningful in addition to providing some stellar pictorial examples of state-of-the-art logos. Airey's choice of logos used mostly artistic typeface, but were none the less brilliant, while the book itself flowed in a friendly manner. Although well over 45% of the book covers the business aspects of design, such as the how-to of presenting and leading design projects to clients, David Airey wrote these sections as if he were writing a letter to a dear friend. Indeed, Airey's warm tone of voice made the business components inviting, irrespective of how much background the reader might already have with presenting deliverables to the client. With that said, the highlights of the book for me included the following: 1. The chapter providing brainstorming/mind mapping techniques for coming up with various words associated to general themes or concepts surrounding the company. 2. The multitude

of examples of the evolving sketches that comprised a fundamental part of the design process.<sup>3</sup> The instruction on how to make a compelling logo design, including such advice as keeping it simple, singularly focused, and black-and-white (for the initial concept).<sup>4</sup> The amazing examples of state-of-the-art logo designs, including snippets of proposed design(s) along with the client approved design.<sup>5</sup>

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