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Letterhead & Logo Design 8



Synopsis

The latest edition in the best-selling annual Letterhead and Logo Design series, now in paperback, features the most innovative and exciting work from well-known design leaders, new design firms, and cutting-edge artists. From logos to business cards to labels and envelopes, the creative techniques and full-color images portrayed in this book will inspire new design solutions for age-old challenges that beg for a fresh approach. Projects are culled from international corporate giants; nonprofit organizations; and small, private institutions, all with a variety of budgets. Designers wrestling with their letterhead and logo projects because they are restricted by the colors they can use, the amount they can spend, the needs of the client, and the tight deadlines will find inspiration in this book. Both design firms and their clients will find this an invaluable resource for inspiration and ideas that grab the viewer's attention and create a lasting impression.

Book Information

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Customer Reviews

Top Design Studio is a design firm specializing in logo and corporate identity, CD packaging, and special event design. Top Design Studio has a solid history of delivering strong, distinctive work to its diverse client list. Recent clients include the Grammy Awards, Universal Music, City of Hope, Disney, Technicolor, and Toyota. They are based in Los Angeles, California.

I bought this book to stimulate creative ideas in order to develop a new logo and stationery for our company. I'm not sure if everyone will rave about our new logo as that is a matter of individual taste, but I believe it's a 100% improvement over the old one. This book did a great job of inspiring new

ideas and reaffirming personal tastes. Plus, looking at neat logos, business cards, and letterhead in one compilation can spark casual conversation amongst strangers, friends and family since everyone has an opinion, right? For that reason alone, this would make an excellent coffee table book.

This is a great book with great logo's in it. I was captivated as I flipped through the pages. However, it does not give you any information as to how a particular design company came up with a clients logo. It is strictly just logo designs and nothing more. But facinating work.

Although some Rockport design books can be hit or miss, this book is an excellent resource for graphic designers. What makes this book even more excellent is the price. At \$21 for the paperback edition (purchased from), buying this for your design book library is a no-brainer.

This book has been a great reference for my graphic design company. There are many types of design ideas to spark your creativity.

This was a great book. I plan on buying the rest in the series. It is full of great work and really helped me get ideas for designing other business systems.

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