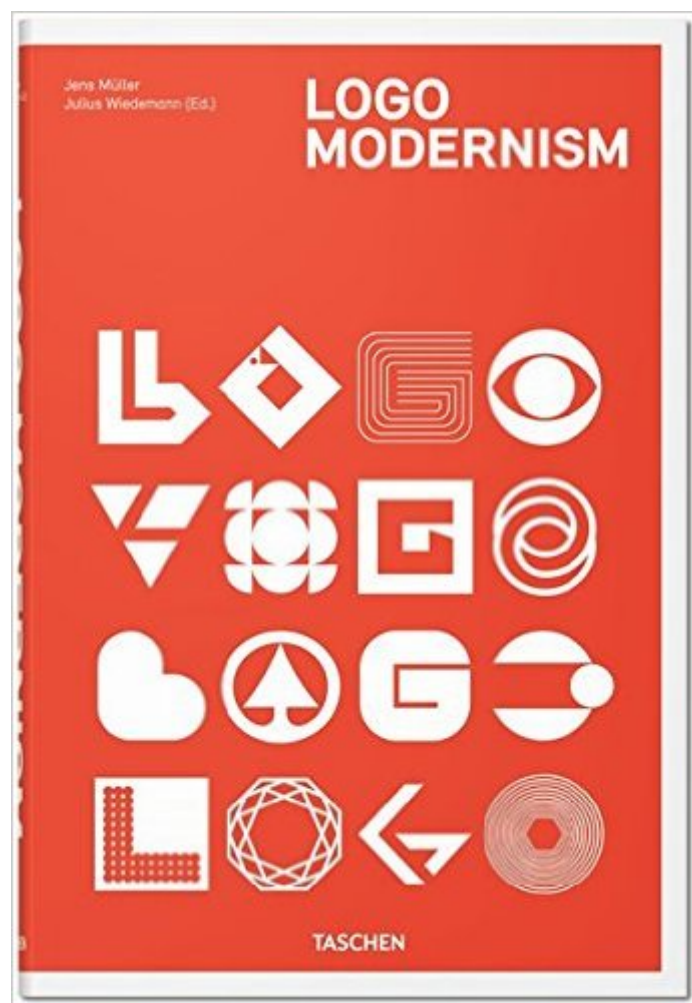The book was found

Logo Modernism (English, French And German Edition)

Synopsis

Brand new: An unprecedented catalog of modern trademarks Modernist aesthetics in architecture, art, and product design are familiar to many. In soaring glass structures or minimalist canvases, we recognize a time of vast technological advance which affirmed the power of human beings to reshape their environment and to break, radically, from the conventions or constraints of the past. Less well-known, but no less fascinating, is the distillation of modernism in graphic design.This unprecedented TASCHEN publication, authored by Jens Müller, brings together approximately 6,000 trademarks, focused on the period 1940â "1980, to examine how modernist attitudes and imperatives gave birth to corporate identity. Ranging from media outfits to retail giants, airlines to art galleries, the sweeping survey is organized into three design-orientated chapters: Geometric, Effect, and Typographic. Each chapter is then sub-divided into form and style led sections such as alphabet, overlay, dots and squares.Alongside the comprehensive catalog, the book features an introduction from Jens Müller on the history of logos, and an essay by R. Roger Remington on modernism and graphic design. Eight designer profiles and eight instructive case studies are also included, with a detailed look at the life and work of such luminaries as Paul Rand, Yusaku Kamekura, and Anton Stankowski, and at such significant projects as Fiat, The Daiei Inc., and the Mexico Olympic Games of 1968. An unrivaled resource for graphic designers, advertisers, and branding specialists, Logo Modernism is equally fascinating to anyone interested in social, cultural, and corporate history, and in the sheer persuasive power of image and form. Text in English, French, and German

Book Information

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Customer Reviews

This is the best book of logos i have ever seen. It's all about shapes and forms, all shapes are black and white, barely no type. Just the plain form, no color. This helps a designer to concentrate on his work and be inspired. Best buy i made in a long time.I don't like logos with many colors, gradients. This book takes the simplicity back. Everything here is simple, scalable to small sizes and remarkable.Also the categories the book have are extremely useful. Such as: shapes that complete each other, vertical lines, circles, monograms and so on. The categories are related to the challenges designers face when designing logos. Its easy to find right the kind of shape you need to inspire you.The only real complain i have is with the size. The book is too huge. It should be 30% smaller and still show pretty well all of its content.I get it. Its planned for being a table book. But its too cumbersome to use for research and to have on the top of your desk all day. So to me that defeats the purpose.But the content is worth. Go get it.

I was so impressed with the book when it arrived that I created a quick video on Facebook of me flipping through the pages. Since then I have used the book for inspiration to create a logo design for a client who ended up wanting two of the designs I created, not just one. So the book has paid for itself already!

This book is huge, both in terms of volume of content and volume of the book itself. It's a serious tome! Would probably cause serious bodily harm if dropped on your foot. Contains a fantastic survery of mid-century logos from the dead simple to the bizarre. Great inspiration material, and excellent alternative to dumbbells for curls and similar exercises.

This is an amazing book. Well designed, well researched, well put together. The quality of the work contained in this book is simply humbling, this is a great piece for everyone interested in design, from students to seasoned professionals. Do not expect to read this book on the bus, it is bigger than a newborn and weights a ton and half. But it is awesome.

This book is absolutely incredible. There are older books out there I've wanted that cost $150+ that cover modernistic logos - but so glad I found this book. For $60 this book is a no brainer for any logo designer. Thousands and thousands of fantastic timeless forms for inspiration.

Have not yet searched through the entire book but as a designer I am really excited about this. I just

received it in the mail. The book is huge. Not only in content but in actual size. Check those dimensions. It's a beautiful book, with copious amounts of information and history on modern minimal logos. I think a must have for designers, amateur and professional. Great discounted price right now too. Giving it five stars because I see nothing wrong with this book so far.

A good basic comprehensive book on logos .. If you had to have one book on logos.. This is a good one. For trendy flashy alternatives go for the taschen Logo books (three so far)

I didn't realize it only covered a certain period. And that it was a pretty big book. As I am interested in logos, very happy with the book.

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