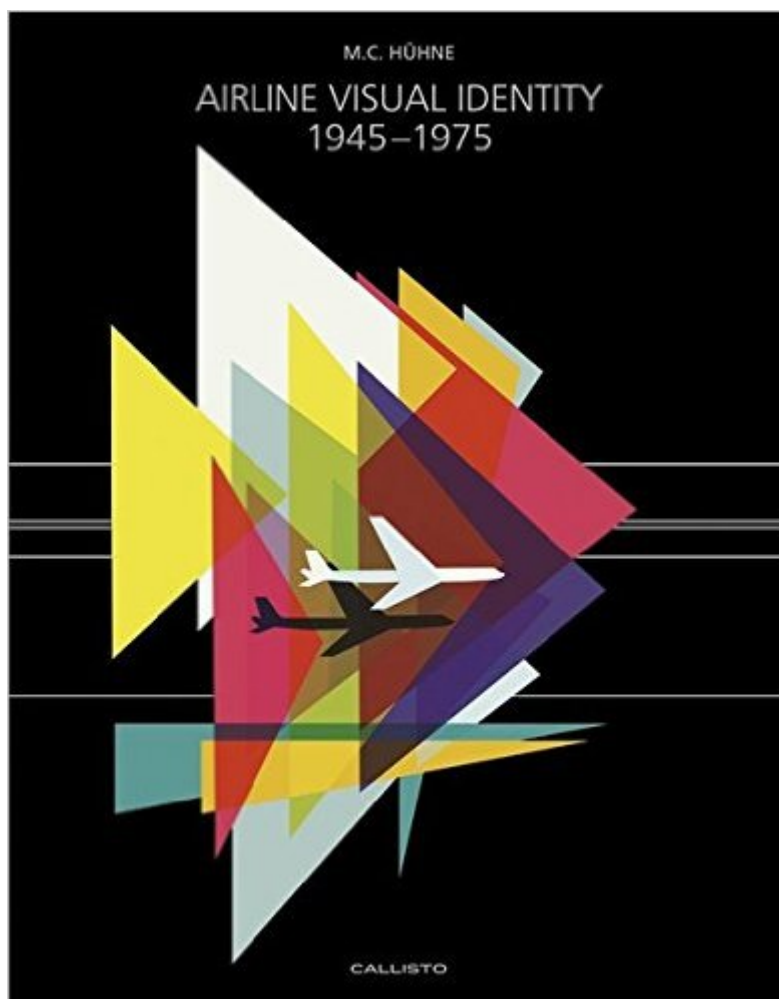


The book was found

# Airline Visual Identity 1945-1975



## Synopsis

A super stylish journey: The ultimate sourcebook for the best airline graphic design. This edition rounds up the most imaginative, influential and surprising designs of the airlines' commercial art from the ægolden age of flying.â • It provides an unprecedented outline of the development of the visual identities of thirteen pioneering airlines, combining innovative research and stunning presentations of hundreds of spectacular aviation posters, other illustrations and photos. Conceived by some of the world's top creative minds, such as Ivan Chermayeff, Otl Aicher, Massimo Vignelli, Academy Award winner Saul Bass, or advertising titan Mary Wells Lawrence, the designs found in the book's case studies also illustrate the shift from traditional methods of corporate design and advertising to comprehensive modern identity branding programs which took place in the same period. The Standard Edition of the successful Premium Edition of *Airline Visual Identity 1945-1975* contains all of the information and almost all of the images, but in a leaner format and at a more affordable price. In its Premium Edition, the book has received glowing reviews in leading media around the world, including *The New York Times*, *Newsweek*, *CNN*, *New Republic*, *Slate*, *Adweek*, and dozens of others in the United States, France, Britain, Germany, China, Japan, Switzerland, Austria, Australia, Spain, Italy, Norway, etc.

## Book Information

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Average Customer Review: 4.8 out of 5 stars Â Â See all reviews Â (4 customer reviews)

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## Customer Reviews

Cunard's "Getting there is half the fun!" slogan survived in our minds well past the steamship age into the first half of the mass airline transport age. This book tells you how and why. Lacking the

knock-down, stunning graphics of the Airline Visual Identity: 1945-1975 Premium Edition it does have nearly all the same content (384 pages in the standard edition, 436 pages in the premium edition). The posters are there, just not reproduced with the expensive (and beautiful) processes that make the premium edition a collector's piece. What you do get is an enormous volume on the development of corporate identity and branding in the airline industry, coupled with background on the professionals involved--the graphics designers, the illustrators, the marketers--and the decisions they faced. I'm going to spend a lot of time in this book and, in a year, it will be worn, full of dog-eared pages and sticky notes, and marked by coffee spills and muffin crumbs. (Should I admit paint spills, too, because I plan to keep this book in the studio for inspiration?) By then, I hope to be able to afford the Premium Edition, too, just to have and hold in my permanent library for the beauty of its content.

A graphically beautiful book, showing posters and adverts from a time when travel was a pleasure and not a chore. This is a great alternate to the more expensive edition,. This book is a must for any advertising, aviation, Mid-Century design fan!

Really good book - very thankful that I didn't buy the deluxe version because this is a great compromise

Wonderful book.

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