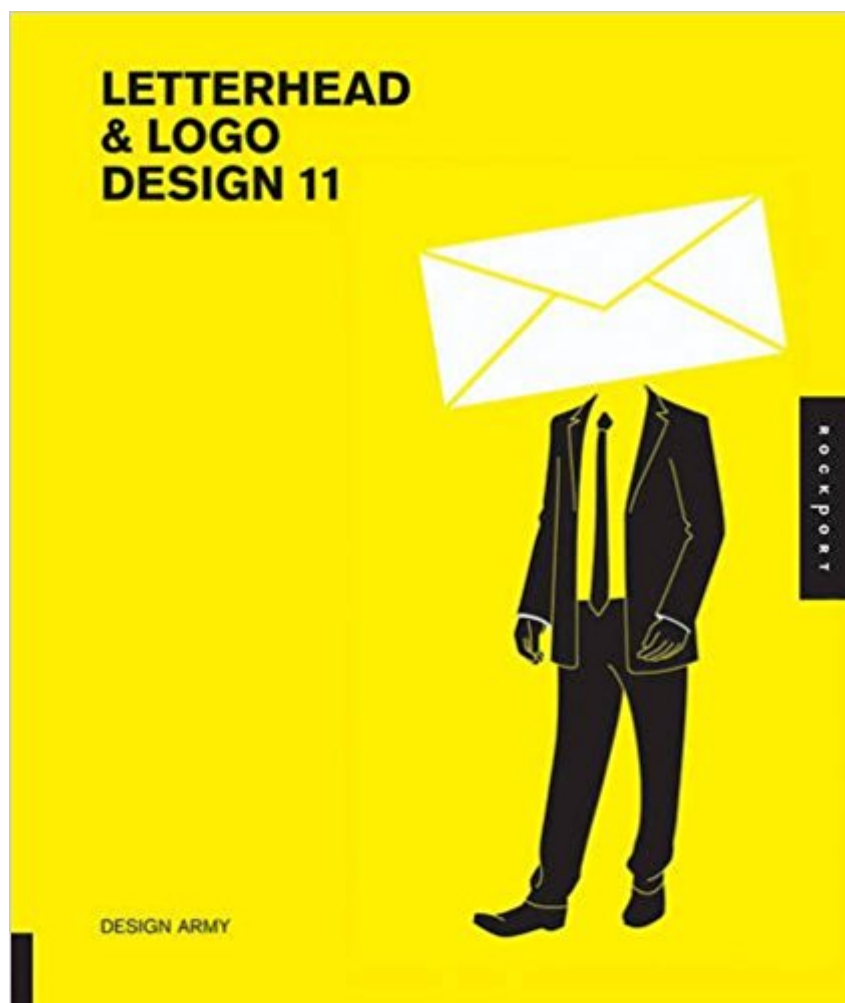


The book was found

Letterhead And Logo Design 11 (Letterhead & LOGO Design (Quality))



Synopsis

Design Army, based in Washington, D.C., has collected and curated this latest collection of stunning letterheads and logos. Known for their streamlined design style, Design Army selected a stunning collection for this bestselling Letterhead and Logo series. Letterhead and Logo Design 11 is an invaluable resource containing hundreds of inspirational logos and letterheads designers will refer to again and again.

Book Information

Series: Letterhead & LOGO Design (Quality) (Book 11)

Paperback: 240 pages

Publisher: Rockport Publishers; Hardcover w/jacket edition (February 1, 2012)

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Product Dimensions: 9.1 x 0.6 x 11 inches

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Average Customer Review: 4.1 out of 5 stars 9 customer reviews

Best Sellers Rank: #321,959 in Books (See Top 100 in Books) #47 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design

Customer Reviews

Design Army, based in Washington, D.C., was founded by Jake and Pum Lefebure. They have received awards from the Art Directors Club, AIGA, American Advertising Federation, and have been recognized in STEP Inside Design, Communication Arts, and HOW magazines.

www.designarmy.com

I really appreciate this book! In a world of cookie-cutter brand-identities where everything is reduced to a single geometric shape paired with a solid color, this was a breath of fresh air. I mean, sure, it has that, if that's what you're looking for. But what I most appreciate is that it has multiple classifications for the style of design used in the various brand identities depicted. My professor used to insist to us that every logo should be scalable to 1/4 inch without losing clarity, just in case it would be put on the side of a pencil. If that is your client's end goal, you should certainly be able to accomodate and provide them with a solution that meets their needs. However, for the rest of the world where minimalist, flat designs aren't always the answer, it's nice to see other options that

have been handled professionally. I found loads of inspiring, beautiful work.

This is a great resource, especially for graphic design teachers. I've used this in several of my classes to help students understand design systems.

I love this book. I am in school for graphic design and it is so helpful to have so many references on hand. I only wish I had gotten this book sooner, it really would have helped with past projects!

Excellent resource for a graphic artist. Having a handful of these type of novels laying around is always handy when a little inspiration is needed. Would recommend!

Cover and back kinda scratched up and dirty, inside is fine though

All over the place.

Had a little scratch in the corner, but its a great book for reference and shipping was fast. I like it a lot.

Just what I need it. It help me a lot with my current projects from college and personal work at home.

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