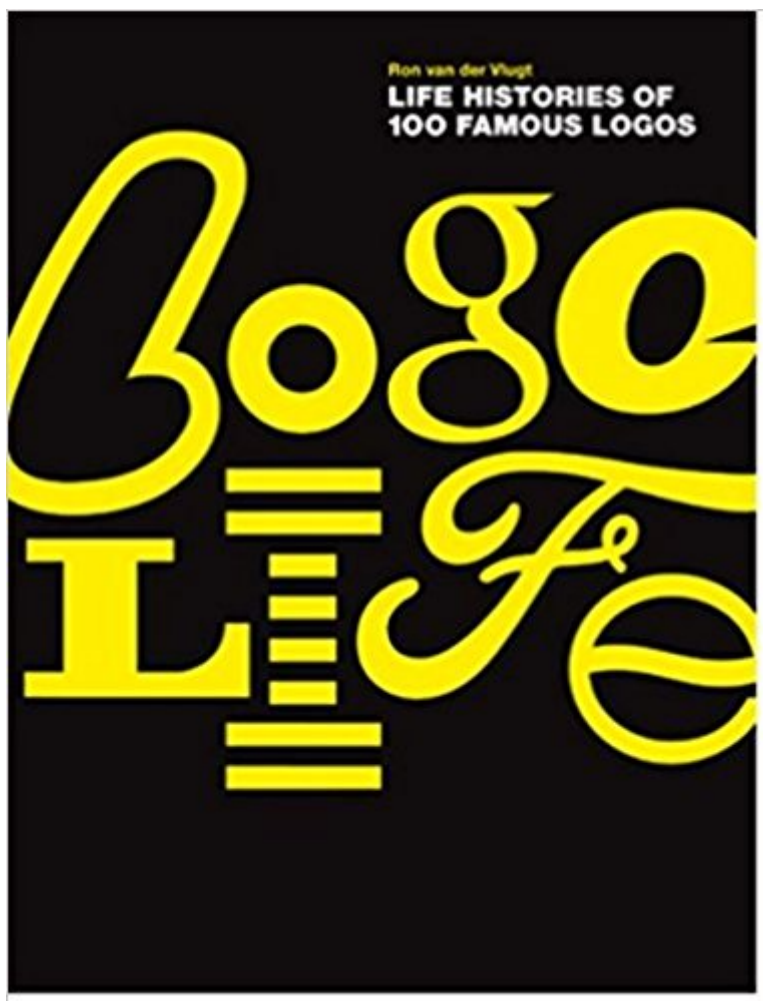




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# Logo Life: Life Histories Of 100 Famous Logos



## Synopsis

In Logo Life, you can read the short history of the logo for Apple, Coca-Cola, Nike, and ninety-seven other logos for world-famous brands, seeing all the little steps and great leaps in the visual evolution of these logos as well as some of their most iconic uses in brand advertising.

## Book Information

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## Customer Reviews

Listed alphabetically from Apple to Xerox and with hundreds of accompanying high-res images, author Ron van Vlugt provides the short histories of this broad selection of famous brands, detailing the evolution of the most memorable logos in the world. [Curve](#), March 2013, print edition

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Owner at award winning Design Agency SOGOOD. Previously worked as Creative Director at TBWA/Designers Company and as Type Director/Designer at Saatchi&Saatchi.

There are so many logo examples from so many different corporate businesses. This book is great because it shows the evolution of the logo design. For example, Ford is included in this book, it shows the earlier versions of the company's logo along with the modern version. This book is great

for people interested in the evolution of logo design.

What a great book! There is a lot of information here concerning the logos you see every day. I encourage the author to do a revised edition, as logos are constantly changing.

I have always been interested in logos as a marketing communications device. This book shows 100 of the world's most well-known logos and how they started. Fascinating reading for anyone in design, marketing and media. Warmly recommended.

Our son is Autistic and loves logos.. Nice book, a bit pricey .. But holds up well to a lot of use from a 5 yr old

Like yellow on black on the cover. And the author did great research. The importance of updating the logo is obvious.

Very good

exceeds expectations with its graphics and the text is a bonus - recommend to business owners and corporate marketing types

Any professional designer probably has a few logo books handy for reference and from my experience they can be divided into two types: those that are just full of dull, unimaginative marks that show no signs of creativity (and with current software it's so easy to churn them out) and those, like this book, that reveal well thought out designs that have stood the test of time. The author has devised a simple, straightforward layout for the hundred companies, mostly American or European. Each starts on a left-hand page with a few hundred words about their history and specific details regarding the logo and changes over the years. The right-hand page shows how the logo has changed over time with several historical examples and nicely these are dated and frequently the designer or design company is named. Many of the designs run over onto the next spread with graphics of them in use. The book is a handy size (check out the Product Details above) well printed though it does have the quirk of the Contents spread printed on yellow paper with white numbers next to the black company names. The white is unreadable in a domestic lighting environment. The perfect complement to Logo Life is Taschen's Logo Book, a thick, chunky title with six thousand

logos all in color on 776 pages (ISBN 978 3836534130)

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