



Branding Logos: From the First Sketch to Final Trademark



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Josep Maria Minguet, Marc Gimenez

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This is a superbly illustrated and perceptive look at what it takes to create a successful logo. "Branding Logos" is a superbly illustrated volume that tracks some of the world's most innovative and original designers and design firms as they set about the task of creating original and successful logos. From the initial sketches to the final product and its applications, each designer or firm takes us through the entire creative process, providing readers with invaluable insight into the world of professional graphic design. Whether the designers prefer to use pencil and paper, digital design, or traditional crafts, they all have one thing in common - the desire to create a truly exceptional design.

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