

**Logo Design by Julius Wiedemann/
Taschen/£24.99**

Logos are de rigueur in the design-publishing world at the moment and this is the first of two books on the subject published this autumn. Taschen's offering is the more lightweight. Most of the content is recent and classics are thin on the ground. In fact there's rather a lot of bad design in Logo Design—as a reader, you really have to take the rough with the smooth and it's a bumpy ride. It's a shame there wasn't a bit more editorial control, which would have stood the book in much better stead than the trawl 'em in and slap 'em down approach to gathering material that appears to have been applied.

The bulk of its 384 pages are padded out with page upon page of logos all reproduced a little too small. As a saving grace there are thirteen case studies at the front of the book, which is a good idea, and there are some interesting stories showing the development and application of branding campaigns including DKNY and the relaunch of Mini. But don't expect to be blown away by the coverage, which is a little limp and limited (not much room for depth when each page has to carry text in three languages). This is followed by nine sections arranged by theme or industry (Events and Entertainment, Media, Retailers and Food Outlets etc), which is where the barrel-scraping seems to have gone on. If you want to buy a book about logos we suggest you plump for Laurence King's Logo rather than this one. Talking of which...