



Logo Design

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Taschen

A trilingual text in English, German and French, *Logo Design* is a feast for the senses.

With an introduction from Zorg Zintzmeyer, founder of corporate identity agency Zintzmeyer & Lux (later known as Interbrand Zintzmeyer & Lux), *Logo Design* profiles some inspiring logo design and branding case studies.

These studies reveal the distinct development process that goes into logo concepts. The story of the Houston Rockets' new look, developed by costume designer Eiko Ishioka, of *Dracula* film fame, and Rafael Esquer, a New York-based graphic designer, details how a fresh perspective and broad experience challenged the traditional world of professional basketball and created a new identity that was clear, simple and energetic.

"Images and signs characterise the economy," says Zintzmeyer. "With globalisation and worldwide integration over the past decades, old traditional

signs, fundamental orders and identities have disappeared or been devalued. However, people do not want to live without some kind of ideational connection."

Other case studies include the story of DKNY (a 'brand fantasy') and the work of Peter Arnell; the city of Hanover and Dmitri Lavrow of HardCase Design; and the development of the Unilever brand.

To compile a book of this size on logos, the editor collaborated with two hundred design offices worldwide, from New Zealand to Stockholm. More than 2000 logos from thirty countries were selected for inclusion from a short list of 6000.

Design studios are listed in the index, and the thousands of logos are grouped into categories such as fashion, food and business services.

Logo Design has a clear, easy to view layout. It is an excellent visual reference and its case studies show how some of the world's most popular brands have been developed by expert brand managers, marketing professionals and designers.