



**Logo Design 3**

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The third in Taschen's logo series sees author Wiedemann expand on the theme-driven selection of logos from around the world, organising them into chapters such as Creative Industry, Events, Fashion, Media and Music.

Each chapter includes at least one in-depth case study, where the logo's designer explains the creative process and visual techniques employed, while a rich index lists the company, design house and designer of every single example on offer. There are some world-class names included, such as Neville Brody and Kent Lyons, but it's the smaller, independent and more maverick examples that really catch the eye.