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The logo bible, this book provides graphic designers with an indispensable reference source for contemporary logo design. More than 1300 logos are grouped according to their focal form, symbol, and graphic associations into 75 categories such as crosses, stars, crowns, animals, people, handwritten, illustrative type, etc. To emphasize the visual form of the logos, they are shown predominantly in black and white.

By sorting a vast, international array of current logotypes ranging from those of small, design-led businesses to global brands the book offers design consultancies a ready resource to draw on in the research phase of identity projects. Logos are also indexed alphabetically by name of company/designer and by industrial sector, making it easy to piece together a picture of the state of the identity art in any client's marketplace.