

Librería  
*Bonilla y Asociados*  
desde 1950



**Título:** Logo Design Workbook: A Hands-On Guide To Creating Logos

**Autor:** Noreen Morioka, Terry Stone Sean Adams

**Precio:** \$450.00

**Editorial:**

**Año:** 2016

**Tema:**

**Edición:** 1<sup>a</sup>

**Sinopsis**

**ISBN:** 9781592532346

Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?"

In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not.

The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.