LogoLounge 3: 2,000 International Identities by Leading Designers

By Bill Gardener, Catharine Fishel

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Now in paperback, this third volume in the best-selling LogoLounge series provides 2,000 totally new logos from designers worldwide. This book, like the previous titles in the series, is compiled in association with LogoLounge.com, the largest database of logo designs in the world. The first portion of the book features high-profile projects from nine top designers and firms, including Lippincott, FutureBrand, Wolff Olins, Turner Duckworth, Werner Design Werks, Carbone Smolan, Desgrippes Gobé, and Michael Osborne Design. The second part of the book contains 2,000 logos organized by category (typography, people, mythology, nature, sports, etc.), as well as many shorter articles on projects by Miles Newlyn, Haley Johnson Design, and Cato Purnell.

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LogoLounge 3: 2,000 International Identities by Leading Designers By Bill Gardener, Catharine Fishel Bibliography

- Rank: #967182 in Books
- Brand: Brand: Rockport Publishers
- Published on: 2008-07-01
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x .68" w x 9.00" l, 2.02 pounds
- Binding: Paperback
- 192 pages

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Editorial Review

About the Author

Bill Gardner is president of Gardner Design and has produced work for Cessna, Learjet, Thermos, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics. His work has been featured in Communication Arts, Print, Graphis, New York Art Directors, the Museum of Modern Art, and many other national and international design exhibitions. He is the founder of LogoLounge.com and the author of LogoLounge Books 1, 2, 3, 4, 5, and the annual LogoLounge Logo Trend Report. Bill lives in Wichita, Kansas.Catharine Fishel specializes in working with and writing about designers. Her writing has appeared in many leading design publications. Based in East Peoria, Illinois, she is editor of LogoLounge.com and is the author of many books about design, including Paper Graphics, Minimal Graphics, Redesigning Identity, The Perfect Package, Designing for Children, LogoLounge Books 1, 2, 3, 4 and 5, Inside the Business of Graphic Design, How to Grow as a Graphic Designer, The In-House Design Handbook, and The Freelance Design Handbook.**Catharine Fishel** specializes in working with and writing about designers and related industries. Her writing has appeared in many leading publications, including *PRINT, Communication Arts, Graphis, ID,* and many others. She is editor of the website http://www.LogoLounge.com and is the author of books including *Paper Graphics, Minimal Graphics, Redesigning Identity, The Perfect Package, Designing for Children, LogoLounge I-VI,* the LogoLounge Master Library series, and *How to Grow as a Graphic Designer*. She lives in Peoria, Illinois.

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