



LogoLounge Master Library, Volume 4: 3000 Type and Calligraphy Logos

By Catharine Fishel, Bill Gardner

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Some of the world's best-known logos are famous for their typography, including Coca-Cola, Kellogg's, and Campbell's. Typographic logos are the most direct way to deliver the brand message. The fourth in the seven-volume LogoLounge Master Library series, this is a highly organized collection of 3,000 typographic logo designs culled carefully from LogoLounge.com, the largest online searchable collection of logos in the world. The result is the deepest, densest, and most highly-focused collection of logos organized by category ever created. In addition, top-tier logo designers share their insights on the values, traditions, and future of designing with typography. The collection includes Initials & Crests; Animals & Mythology; Shapes & Symbols; Type & Calligraphy; People; Nature & Food; and Arts & Culture.

The Master Library series is organized with the busy, motivated designer in mind. Turn to exactly what you need, time after time—a must-have resource for any serious logo designer!

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Editorial Review

About the Author

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.

Bill Gardner is president of Gardner Design in Wichita, Kansas, and has produced work for Cessna, Thermos, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics. His work has been featured in Communication Arts, Print, Identity, 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 1, 2, 3, 4, 5, 6, and 7, the LogoLounge Master Library series, the annual LogoLounge Logo Trend Report, and Logo Creed.

Users Review

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