

Preview to Logology
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Logology

The wonderland of logo design



Logology

Among corporate business of small and large, the identity of a company is very important. It differs a company from its competitors. And when it comes to identity, logo plays a significant role.

This series not only presents a remarkable collection of quality logo designs from around the world, but also emphasize the idea and the concept within. It shows how each design is perfectly presented for a particular company with its case study. It takes readers to look at a logo from the inside out by examining why design changes were made during the design process. Also by addressing the original ideas of a logo design in a brand new way, it discovers how form follows function or the other way around. For example, when we think about Coca-Cola logo, do we think about the Santa Claus or the Polar Bear? And is that really what comes first?

Price and Availability

US\$44.00 [ISBN 978-988-98228-3-5], available nationwide and at local bookstores

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About VICTION:ARY

Established as an identity to emphasize the strength of collaborative efforts in the area of visual communication. Not only creating more perspectives for those who love design and visual graphics, VICTION:ARY also aims to provide a channel for creative talents to share their truest spirits all over the world. Read and see more at <http://www.victionary.com>

Specifications

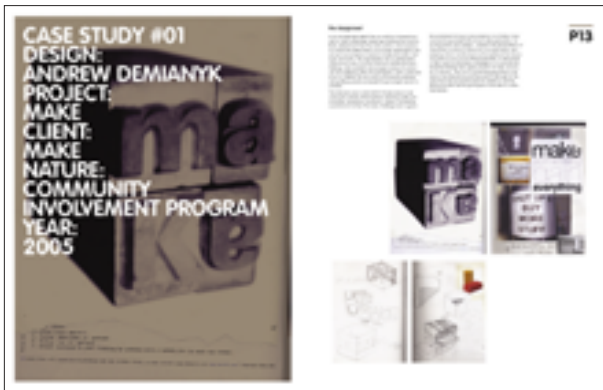
- 288 pages
- 200 x 255 mm
- Full colour throughout
- Leather cover
- English



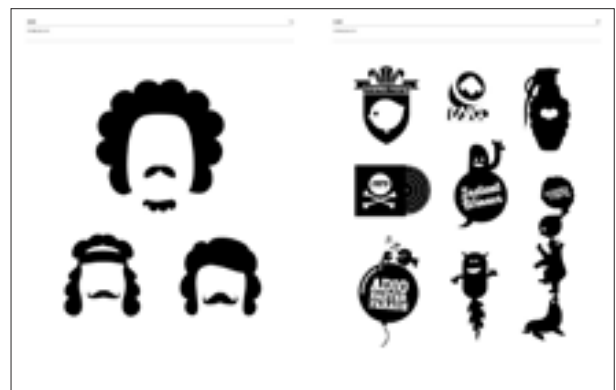
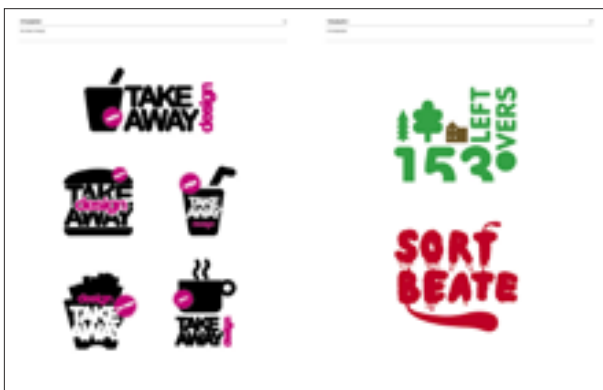
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Sample pages from Logology



Sample spreads of the casestudy section



Sample spreads of the gallery section