

***“Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable.”***

**Tom Geismar**  
Chermayeff & Geismar

## Logo Design Love

### A Guide to Creating Iconic Brand Identities

In *Logo Design Love*, graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. David fills each page of this book with inspiring logos and real-world anecdotes that illustrate best practices for designing brand identity systems that last.

David not only shares his experiences working with clients, including sketches and final results of his successful designs, but also uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to work with clients to achieve success as a designer.

#### In *Logo Design Love*, you'll learn:

- Why one logo is more effective than another
- How to create your own iconic designs
- What sets some designers above the rest
- Best practices for working with clients
- 25 practical design tips for creating logos that last



A self-employed graphic designer from Northern Ireland, **David Airey** writes two of the most popular graphic design blogs on the Internet: [www.davidairey.com](http://www.davidairey.com) and [www.logodesignlove.com](http://www.logodesignlove.com). David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day.

**Book Level:** Beginning/intermediate  
**Computer Book Shelf Category:** Graphic design  
**Cover Design:** David Airey

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david airey

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iconic brand identities

from david airey



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