



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 simple, modern-looking 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. Contributors include Gerard Huerta, who designed the logos for *Time* magazine and Waldenbooks; Lindon Leader, creator of the current FedEx brand identity system as well as the CIGNA logo; and many more.

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.logodesignlove.com and www.davidairey.com. David has been intrigued by brand identity since the '90s when he enrolled in his first graphic design course. Since then, he's gone on to specialize in logo design, attracting a global client list that includes Yellow Pages, Giacom, and Berthier Associates, as well as hundreds of thousands of loyal fans who read and are inspired by his writing every day.

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from david airey



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