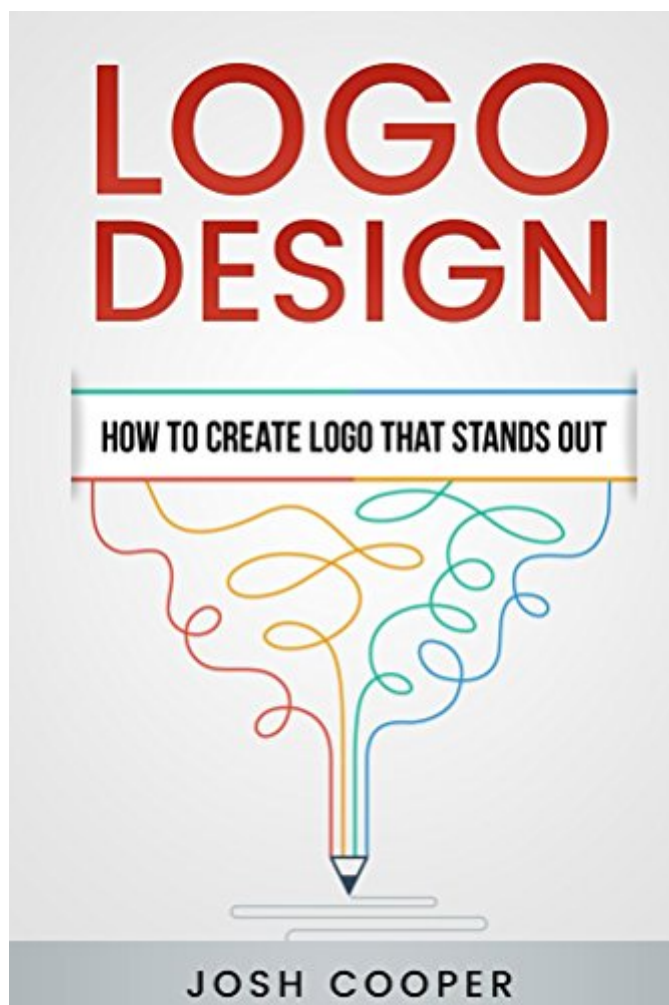The book was found

Logo Design – How To Create Logo That Stands Out

Synopsis

LOGO DESIGNHOW TO CREATE LOGO THAT STANDS OUTI see every business like a living being, that needs resources to live, has a given evolution, and presents itself in a certain manner. The presentation part can be done in many ways, and some big companies allocate huge amounts of money for this only. Nevertheless, any business, no matter how small, needs an identity card, besides any other complex presentation forms. And this identity card, how I call it, is the logo. People have used symbols to express meaning since ever. Nowadays, logos are mostly graphical, and designed in such a way that makes them easily recognizable. It is a tool used for identity creation, and to generate favorable thoughts and feelings about the business.What will you find in this book? Ã¢â ¬Â¢A brief description of what is branding, what is identity and where is the logoÃ¢â ¬â„¢s places in thisÃ¢â ¬Â¢What is a logo and why every business, small or big, needs itÃ¢â ¬Â¢Examples of different types of logos; how and where each type is best used;Ã¢â ¬Â¢Description of the steps you need to take in the designing process;Ã¢â ¬Â¢How will it be if you hire a professional to make the logo for you;Ã¢â ¬Â¢What are the costs of logo designing;Ã¢â ¬Â¢What does it take to do it yourselfÃ¢â ¬Â¢What makes a logo look good and fulfill its purpose;Ã¢â ¬Â¢What mistakes should you avoid in the process;In a world where the easy access to internet allows a lot of small businesses to develop, each entrepreneur needs to find its way on the market. So you need the logo for the customers to find you and for some other reasons. Find the arguments in the book. Happy reading!

Book Information

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Customer Reviews

There is no picture examples....How it's possible to talk about logo and do not see any examples...

Logo Design - How to Create Logo That Stands Out Letterhead and Logo Design 11 (Letterhead & LOGO Design (Quality)) Letterhead & Logo Design 7 (Letterhead and Logo Design) Letterhead and Logo Design 9 (Letterhead & LOGO Design (Quality)) (v. 9) LOGO Design Workbook: A Hands-On Guide to Creating Logos [LOGO DESIGN WORKBK] LOGO DESIGN 5 (Graphis Logo/Letterhead) (No. 5) Logo! 4 Foundation Student Book (Logo! for Key Stage 4) Facing Your Giants: The God Who Made a Miracle Out of David Stands Ready to Make One Out of You The Logo Design Toolbox: Time-Saving Templates for Graphic Design Create!: How Extraordinary People Live To Create and Create To Live Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition Logo Design Workbook: A Hands-On Guide to Creating Logos Effective Logo Design: Guidelines for Small Business Owners, Bloggers, and Marketers Letterhead & Logo Design 8 The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions Logo Design Logo Design Love Badass: Ultimate Deathmatch: Skull-Crushing True Stories of the Most Hardcore Duels, Showdowns, Fistfights, Last Stands, Suicide Charges, and Military Engagements of All Time (Badass Series) When the Game Stands Tall, Special Movie Edition: The Story of the De La Salle Spartans and Football's Longest Winning Streak