


Logo Design Workbook: A Hands-On Guide to Creating Logos

Sean Adams , Noreen Morioka , Terry Lee Stone (With) , Jennifer Hopkins (Designed by)

[Download now](#)

[Read Online](#) 

Logo Design Workbook: A Hands-On Guide to Creating Logos

Sean Adams , Noreen Morioka , Terry Lee Stone (With) , Jennifer Hopkins (Designed by)

Logo Design Workbook: A Hands-On Guide to Creating Logos Sean Adams , Noreen Morioka , Terry Lee Stone (With) , Jennifer Hopkins (Designed by)

Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?" In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not.

The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.

Logo Design Workbook: A Hands-On Guide to Creating Logos Details

Date : Published March 1st 2006 by Rockport Publishers (first published 2004)

ISBN : 9781592532346

Author : Sean Adams , Noreen Morioka , Terry Lee Stone (With) , Jennifer Hopkins (Designed by)

Format : Paperback 240 pages

Genre : Design, Nonfiction, Art, Art Design

 [Download Logo Design Workbook: A Hands-On Guide to Creating Logo ...pdf](#)

 [Read Online Logo Design Workbook: A Hands-On Guide to Creating Lo ...pdf](#)

Download and Read Free Online Logo Design Workbook: A Hands-On Guide to Creating Logos Sean Adams , Noreen Morioka , Terry Lee Stone (With) , Jennifer Hopkins (Designed by)

From Reader Review Logo Design Workbook: A Hands-On Guide to Creating Logos for online ebook

Isis Sousa says

Easey to read, practical, goes straight to the point and has many great logotype examples to inspire you. It is bound with excellent tips and I have larned precious lessons from this book.

Toni Conn says

It was less of a workbook and more of a reference guide for the pieces that are needed for making a logo. I was looking for more information on the design process of making a logo.

This book has a great checklist for the graphic manual that should accompany the logo you provide the client. Another good piece of this book was a list of points to follow up with your client after the logo is being used.

I prefer Logo Creed: The Mystery, Magic, and Method Behind Designing Great Logos better.

joke says

Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?"In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process.

R.Friend says

This is another series I enjoy from Rockport, and the firm of AdamsMorioka was a great choice to edit the Logo Design Workbook.

The authors give a very good account of the process behind not just logo design itself, but brand extention. They also feature several good examples supporting their points.

An interesting sidenote to this book is the inclusion of logos of the specific graphic design firms that contributed to the project. As 90% of them are purely typographic and decidedly minimalist, the contrast with most of the logos they've designed for others is a bit ironic.

Overall, another good design resource and addition to the library.

Gabriela says

It's really more of a reference book for logo types and styles rather than giving step by step information how to design a logo. But if you're looking for inspiration and basic knowledge of logo styles this book is great for you.

Ashley says

Pretty elementary, even for an introductory book. Wastes pages with examples of fonts the reader should already be acquainted with if they've ever used MS Word, basics of colors you learn in Art 101, etc.

Also, "No one likes change and the designer is the catalyst for change." I mean really?

It'd be cool as a coffee table conversation starter, I guess, and it's a good reference to get the juices flowing (so to speak), but far too superficial to provide much utility.
