



LOGO Talks

Jason He

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An instantly identifiable logo is crucial when competing for a customer's allegiance and undivided attention. In some cases the vibrancy of color provides the overwhelming theme, in others the subtle contrast of black and white. Inspiration is drawn from a number of sources depending on the nature of the design. In heavily typographic icons, graffiti or street art may provide the illumination, uncovering the influence of popular culture on today's graphic landscape. In pictorial logos, the spark can be drawn from as wide a variety of sources as the products or services themselves, aspects of relevant symbolic or material culture, the human figure or the natural world. But regardless of the seed, a successful logo must have that special something that elevates it from the commonplace to the unforgettable. Logos Talk collects a staggering variety of fresh logo designs from around the world in an appealing format with DVD included.

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