LogoPower: Creating World-Class Logos & Effective Business Identities

David E. Carter

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In order to explain the process of creating a logo, this book unfolds as a single project -- as a huge project for a mythical corporation. It begins with a design project: create a new logo for a company. This section takes the reader through the real life steps that are typical of a major design job. Then, once the logo has been approved, the book explains how a very detailed set of graphic standards -- call it the Ultimate Corp. Identity Manual -- is produced. To make this book useful for experienced designers as well as students, it includes notes on the project throughout. Includes a CD-ROM with the 300+ identity templates shown in the book. They re in EPS format for both Mac & PC users.

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