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# LogoLounge 3: 2,000 International Identities By Leading Designers (v. 3)



## Synopsis

The third volume in the best-selling LogoLounge series provides 2,000 totally new logos from designers worldwide. This book, like the previous titles in the series, is compiled in association with LogoLounge.com, the largest database of logo designs in the world. The first portion of the book features high-profile projects from nine top designers and firms, including Lippincott, FutureBrand, Wolff Olins, Turner Duckworth, Werner Design Werks, Carbone Smolan, Desgrippes Gobé, and Michael Osborne Design. The second part of the book contains 2,000 logos organized by category (typography, people, mythology, nature, sports, etc.), as well as many shorter articles on projects by Miles Newlyn, Haley Johnson Design, and Cato Purnell.

## Book Information

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## Customer Reviews

Bill Gardner is president of Gardner Design and has produced work for Cessna, Learjet, Thermos, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics. His work has been featured in Communication Arts, Print, Graphis, New York Art Directors, the Museum of Modern Art, and many other national and international design exhibitions. He is the founder of LogoLounge.com and the author of LogoLounge Books 1, 2, 3, 4, 5, and the annual LogoLounge Logo Trend Report. Bill lives in Wichita, Kansas. Catharine Fishel specializes in working with and writing about designers. Her writing has appeared in many leading design publications. Based in East Peoria, Illinois, she is editor of LogoLounge.com and is the author of many books about

design, including Paper Graphics, Minimal Graphics, Redesigning Identity, The Perfect Package, Designing for Children, LogoLounge Books 1, 2, 3, 4 and 5, Inside the Business of Graphic Design, How to Grow as a Graphic Designer, The In-House Design Handbook, and The Freelance Design Handbook.

Top quality printing and production. I have several logos published in many of the LogoLounge books, including the Master Library books and I have been very pleased how they were printed and how the colors turned out. Recommended for all graphic/logo designers, for any office waiting room table or creative person's home coffee table or library. For anyone who might find logo design interesting, there are many top quality logo designs published here.

Incredibly good and handy reference book, esp when you have creatively-dead moment. The only criticism i have is that the publishers tend to pick out "best" logos that are all very similar in that they are generally 2D (flat colour). Very shooshed-up 3D logos might be a passing fashion but its often what clients demand, and having more GOOD examples of shooshed-up 3D logos will increase the usefulness of this book. Many of the really interesting logos had interesting clients behind them. Its easy to design for record company or even hairdresser as the nature of these clients are already a bit more open minded and creative. Its the conservative corporate clients that are the ultimate challenge, or industries that are hard to depict in a fresh way ie finance/law/IT/math. Would like to see more of those!

Thanks! I love these books, so when they come out in soft cover I like to pick them up to add to my design book library. We move too much to get a bunch of hard cover books.

This is another good book of logo ideas. Great for inspiration. Nicely laid out and the pages are of good quality glossy paper. Very nice book for my collection.

Loved it!

Whether you are fresh out of college or a seasoned Senior designer, you will find this book an amazing resource of ideas, trends and just plain good design. We actually have purchased every volume and they keep getting better and better. Logo Lounge 3 is no different in terms of the unique talent chosen to be showcased in this edition. If you need a design spark look no further, this is the

book of choice.[...]

The latest LogoLounge is a great reference book for corporate identity projects. The logos are grouped into categories and presented very cleanly and simply. I have the previous two versions as well, and I will likely continue to add future versions to my own collection.

This series is a must have for any designer. Not only is it great for ideas, but a nice tool to have when a wishy-washy client just isn't sure what they want. If you are a serious designer, you must own all the Logo Lounge books.

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