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Logo Design Love: A Guide to Creating Iconic Brand Identities. The second edition of the popular book by graphic designer and author David Airey. This 2nd edition of David Airey's popular logo and brand design guide is a very successful update to the first edition.

## **Logo Design Love: A Guide to Creating Iconic Brand Identities**

“A successful design may meet the goals set in your design brief, but a truly enviable iconic design will also be simple, relevant, enduring, distinctive, memorable, and adaptable.” — David Airey, Logo Design Love: A guide to creating iconic brand identities

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How to create your own iconic designs  
What sets some designers above the rest  
31 practical design tips for creating logos that last

## **Logo Design Love: A Guide to Creating Iconic Brand Identities**

In this updated and expanded edition of his bestselling guide to logo design, Irish graphic designer David Airey includes an entirely new chapter on how to develop an iconic brand identity from concept to completion using real world case studies from A-list designers.

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Logo Design Love: A Guide to Creating Iconic Brand Identities is the bestselling book by David Airey, now in an updated and expanded second edition.

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## **brand identity design**

I don't, Andy. I'll offer some examples of how a design can be used in context, but hardly any of my projects need a guide the size of some of these. Generally, the bigger the company, the greater the need, because more people will want a say in how the design is implemented.

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Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition [David Airey] on Amazon.com. \*FREE\* shipping on qualifying offers. Completely updated and expanded, the second edition of David Airey's Logo Design Love contains more of just about everything that made the first edition so great: more case studies

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design isn't rocket science, and this is a tried and tested ... Designer Nancy Wu was hired to create a logo and collateral

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for Tenth Avenue Alliance Church in Vancouver, British ... Microsoft PowerPoint template, a graphic standards guide, promotional buttons, mugs, water bottles, t-shirts, and tote bags. Tenth Church

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Launched in 2008, the site shares good ideas and identity-related features. Nice of you to visit.