



Design DNA - Logos: 300+ International Logos Deconstructed

Matthew Healey

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Design DNA: Logos is a practical and inspirational guide to logo design, and an invaluable sourcebook for any logo designer. It works on two levels, first by showcasing over 500 successful logos from around the world and then by analyzing how these logos are constructed to communicate and convey brand value. The logos in Design DNA: Logos are organized by industry sector, and each logo is deconstructed to reveal creative solutions by examining and discussing the choice of font, color, characteristics, and imagery and getting to the very heart of its design DNA. The design briefs and company histories illustrate how and why the logo design successfully portrays its message. Case studies provide further in-depth analysis, and walk readers through the reasoning behind the design decisions that made the logo work. Focus On sections also provide useful information on specific elements such as typography, icons, and colors, and how to apply them to the logo design.

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