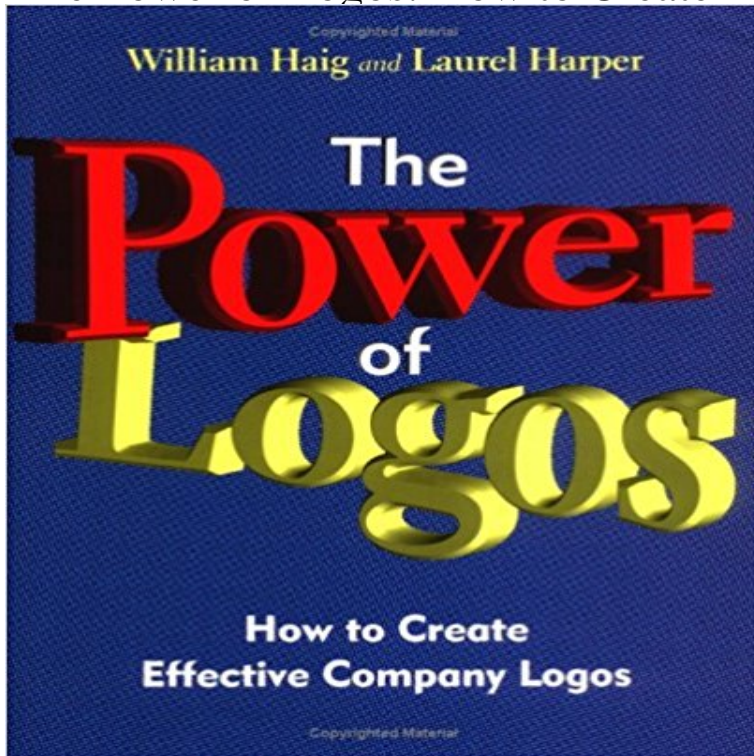


# The Power of Logos: How to Create Effective Company Logos



This book brings together both design and marketing expertise to explain how to create a truly effective company logo. It demonstrates and explains how to integrate concepts such as credibility, familiarity, and the essential spirit of a business into a logo design. Written for both the designer and the company manager, it defines the meaning of credibility and then demonstrates the kinds of qualities that convey credibility in a company logo. You need this book if you are: A designer attempting to understand: marketing and business concepts how to translate credibility into design the defining qualities of a business what a client is saying the many applications of a logo A manager attempting to understand: how to approach the task of creating a logo the designers perspective what message a company logo should convey how design can be used to symbolize expertise how to communicate clearly with a designer

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