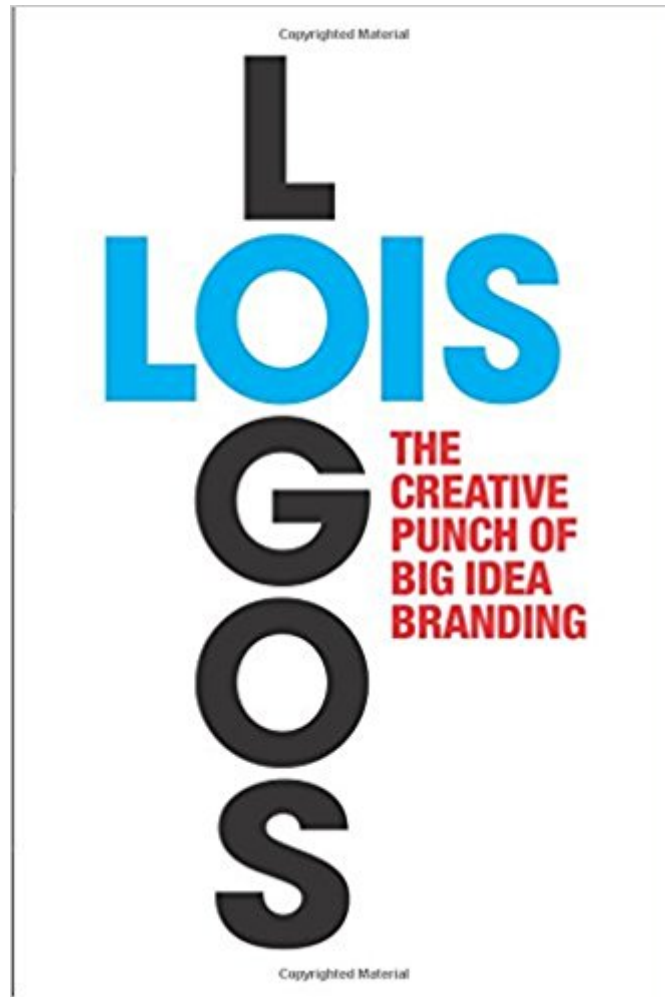


The book was found

LOIS Logos: How To Brand With Big Idea Logos



Synopsis

George Lois is an American icon in graphic design. This book showcases his logos with his own comments on why they work. A bonus in the book is a chapter of world logos made by others with his comments on why they are so good. George continues to prove that a memorable brand name interacting with a strong visual symbol to communicate a humanistic idea is the ultimate art form in graphic communication. If anyone wants to experience the creation of Big Idea Branding, this astounding compilation of his work is the ultimate form of clear, precise, eye-popping communication.

Book Information

Paperback: 224 pages

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Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #864,165 in Books (See Top 100 in Books) #117 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #171 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#) #1652 in [Books > Business & Money > Marketing & Sales > Advertising](#)

Customer Reviews

Probably one of the most creative people in advertising over the last 60 years is George Lois. He created the Logos and print advertisements which are iconic today for New York, Magazine, Nickelodeon and Jiffy Lube and created advertising campaigns for MTV, Time and New York's Off-Track Betting. It was Lois who created the name for a "healthy food" NY restaurant and named it "Spa Cuisine". Of course he didn't copyright or trade mark those words so now it's in the dictionary as a common noun. Lois is a great (and funny) speaker - search on YouTube and an author of 5 books on advertising. This book is a bit different. The 224 pages are unnumbered (and there is no index) but each page is populated by one to five color illustrations of logos that Lois was involved with. For each one he gives a brief explanation. He even includes the cover designs of his own books and projects that never happened or are in the works (the cover

design for a forthcoming bio of Chubby Checker). In the rear of the book he devotes about 30 pages to commenting on logos that he was NOT involved in such as Ford, RCA Victor, and Michelin Tires. A lot of his campaigns were for local clients and were not familiar to me but, reading the comments did give me background on his projects. Admen, by their nature, are egotistical and self-promoting. Lois is no different. But his 60+ years of success show that he deserves the accolades. The book is printed on heavy glossy paper and, even though only 5.5x8.5 in size, it weighs in at over a pound. I hope you found this review both informative and helpful. Steve Ramm • Anything Phonographic •

A small-sized book full of one man's logos. It would be boring, except the man happens to be a genius. Even his "rejected" logos are great!

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