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# TM: The Untold Stories Behind 29 Classic Logos



## Synopsis

TM offers graphic designers and those interested in the history of design and branding a uniquely detailed look at a select group of the very best visual identities. The book takes 29 internationally recognized logos and explains their development, design, usage, and purpose. Based upon interviews with the designers responsible for these totems, and encompassing the marks from a range of corporate, artistic, and cultural institutions from across the globe, TM reveals the stories behind such icons as the Coca-Cola logotype, the Penguin Books' colophon, and the Michelin Man. Based upon comprehensive research, authoritatively written and including a wealth of archival images, TM is an opportunity to discover how designers are able to squeeze entire identities into 29 simple logos.

## Book Information

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## Customer Reviews

"TM: The Untold Stories Behind 29 Classic Logos" by Mark Sinclair (Laurence King), a.k.a. happy accidents from start to finish. Even the book itself was initiated by a special issue of UK magazine, Creative Review, in which the editorial team was tasked to tell some of the stories behind the creation of some of the world's best-known logos. The outgrowth of that research led to this beautifully designed book which shares some of the untold stories behind classic logos like CN (Canadian National), CBS, British Rail (once Railways, but there wasn't enough time to comp the word, "way" for the presentation), and so on. Images of paths not taken to images one wished were, right down to dispelling the myths behind the once-thought origins or originators of particular logomarks (e.g. peace symbol, Woolmark), this is enjoyable for those who appreciate the art and

craft of logo design. I personally love books like this for 3 reasons: 1. PROCESS: conceptual ideas, rough sketches or very tight explorations are shared, visually leading you to the final solution, 2. PERSEVERANCE: some marks really need to be coaxed out, or in some cases, begrudgingly as an afterthought (Centre Pompidou) and 3. NAPKINS: or any scrap of paper can be the carrier for a great visual idea. (Trust me, itâ™s true!)

A must for the study of typography!

Echoing the three prior reviews, however, for some reason, there are no page numbers :-(

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