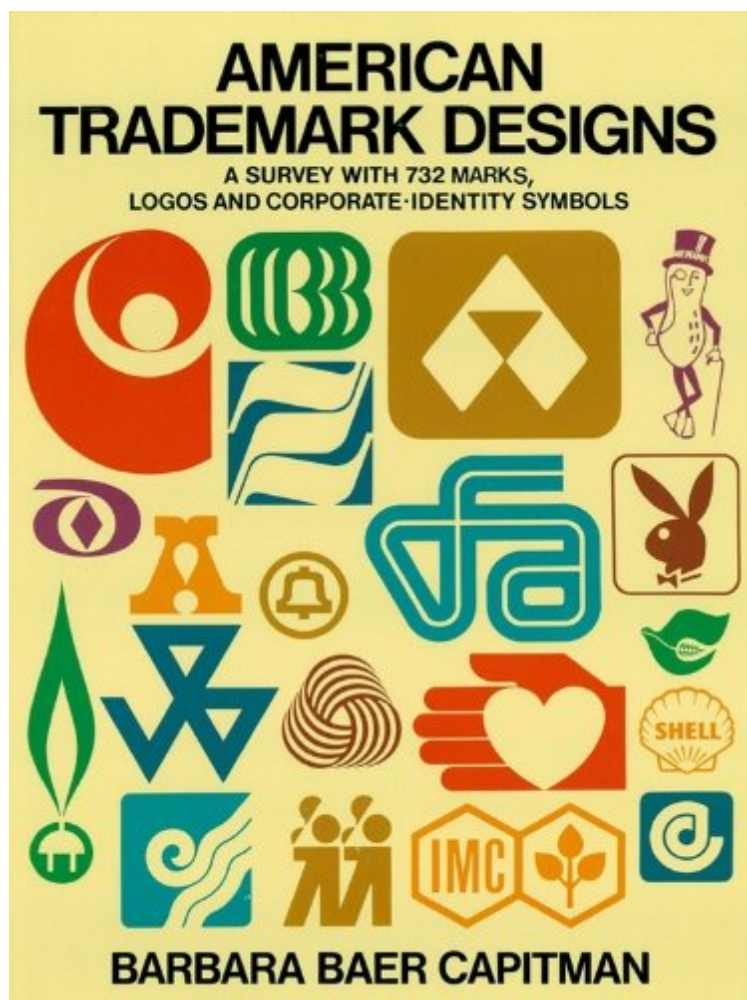


American Trademark Designs (Dover Pictorial Archive S)

Barbara Baer Capitman

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Barbara Baer Capitman : American Trademark Designs (Dover Pictorial Archive S) before purchasing it in order to gauge whether or not it would be worth my time, and all praised American Trademark Designs (Dover Pictorial Archive S):

0 of 0 people found the following review helpful. Great content!By aaronGreat source of images for the library if you are a designer or media teacher3 of 4 people found the following review helpful. Great resource.By M. GrayAs a designer, how many really great logo books have you found over the years? My guess is next to none. What makes this book so great is that you can visually see the evolution of visual identities. The true power of design comes across when you see logos that have stood the test of time, or my favorite - when you notice how people have recycled the same ideas and passed them off as original designs thinking that nobody would ever notice. I use this book in all of the classes I teach because I think it's a great example of when design was exemplary and had thought behind it. Of course many are dated but that just adds to the interest behind the evolution of our culture. Bonus: no gradations, transparencies, or faux-three dimensional globes within. Maybe some "branding" firms should pick this up and study

what good design truly was - a solid identity and the ingenuity of how to market it. There was no "branding."6 of 6 people found the following review helpful. Good referenceBy Elliott Samuel LembergerBear in mind this book is in black and white, but it is a good reference for logo designers and it is cheap! There isn't much commentary, but you are told who did each of the designs.

Arranged by category, these 732 American trademarks and symbols represent a variety of fields, including entertainment, education, real estate, insurance, food and beverages, retail, transportation, utilities, and heavy industry. The black-and-white images feature captions that identify the trademark, the year of design, and mdash; when known mdash; the designer's name.

From the Back CoverThis collection of 732 American trademarks and symbols is widely representative of major past and current trends in American trademark design. The marks are arranged in categories that include entertainment, education, real estate, insurance, food and beverage, retailing, transportation, utilities, heavy industry, and others, and are chosen from local and internationally known examples.Reprinted in black-and-white, the marks appear here in their standard form on signs, letterheads, book bindings, T-shirts, sugar bags, household appliances, bank checks, drinking cups, coasters, screened commercials and printed ads, ashtrays, clothing labels, shopping bags, awnings, and so on. For several current trademarks, earlier versions are also illustrated and dated, tracing trademark genealogies of possible interest both as history and design. Captions identify the trademarks, giving year of design, and, when known, the name of the designer. The editor in her introduction describes the development of American trademarks from Ralston Purina's homespun "checkerboard square" to the Cities Service corporate "triangle." Notes on the specialized uses and requirements of various kinds of marks introduce each section.This is a remarkable sourcebook for graphic artists, students, and commercial designers. Social psychologists, market researchers, and others interested in group behavior may find it the starting point of ideas and experiments. This book also has a curious fascination as browsing, illustrating at a glance how familiar, memorable, and widespread trademarks seem to be.