

<<Logo新语>>

图书基本信息

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前言

Among all the dazzling design elements that buildup a modern world of color and diversity, there is such a way of art, It can be the simplest sign that tells the most; it can be the most conclusive word that explains the best: it can be as whimsical as a careless sketch; and it can be as penetrating as a strong light. It is logo. As a symbol and also a way of communication, logo shows us its charm and strong vitality. It can be seen almost everywhere in our daily life, be it a street, a shopping mall, a restaurant, or just a little corner down the road. Actually, logo has come to be such an indispensable part of our life that to talk about its meaning and importance here may be a platitude to many of us. However, to help more people get to know better about this one of the most familiar and important design elements, and for those who always try to draw inspirations from works of others, we present this book “ Logo Talks ” .

内容概要

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