



## Logology 2

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## **Logology 2** Victionary

The importance of a logo as a mnemonic device cannot be emphasized enough, especially in a new arena of heightened competition for consumer loyalty and retention. LOGOLOGY®2 collects a diverse array of logos, symbols, icons, mascots, emblems and graphics that all effectively achieve the goal of arresting one's attention and entering our neural networks. Not just satisfied with today's landscape, this book ambitiously sets out to predict the needs of tomorrow and the future of the logo, that most fundamental unit of communication design. Interpreting the ever-fluctuating tastes of the marketplace, while staying true to a client's needs, is one of the toughest challenges a designer can face. This dialogue is illuminated through a series of case studies - voyeuristic glimpses into the design process with some of today's leading designers and design studios. This title is the sequel to the highly successful LOGOLOGY (2007).

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