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A logo is not only meant to represent a company's brand or a corporate identity and foster its immediate customer recognition, but also to be a piece of laudable art work, worthy of pondering over. Logo design, being one of the most difficult areas of graphic design to perfect, is being increasingly focused upon by both professionals and laymen. From the prospect of the development of the logo, now we can see that visual simplicity is no longer the sole destination of logo design; insightful designers today delve into the depth of logos' conceptual and connotative meanings as well as its creative details in form. This book showcases stunning logo designs worldwide from a broad spectrum of contemporary designers in recent years. It provides insight into the trends and development of logo design, by presenting designers' varied use of different elements and styles, including fonts, graphics and ambigrams, etc. This book, different to many other books of logo collections, emphasises the innovation and the flexibility used in logo design.

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