



Logo Decode

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Wang Shaoqiang

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Branding and visual identity in business can be a powerful marketing tool and logo is an absolute essential. It not only plays an important role in presenting the philosophy of a company, but also attracts the consumers by its particular form. Logo Decode focuses on "how a logo comes into being," taking you through some of the decisions designers made and why they made them. It will be a invaluable guide for people engaged in graphic design and marketing, and even brand owners.

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240 pages

About the Author

Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts (China), where he is dean of the design, visualization and animation department. He is a prolific editor, whose titles focus on international design, architecture, branding, communication, trends and culture, and the editor of Design 360 magazine and Asia-Pacific Design. He has been invited to lecture at numerous universities, design academies and organizations, and he has also been a jury member for China's most prestigious design and illustration awards.

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