



The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions

Jim Krause

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Don't Wait for Inspiration to Strike

Whether you're facing a new logo project or you've reached a block in your current work, *The Logo Brainstorm Book* will inspire you to consider fresh creative approaches that will spark appealing, functional and enduring design solutions.

Award-winning designer Jim Krause (author of the popular *Index* series) offers a smart, systemic exploration of different kinds of logos and logo elements, including:

- Symbols
- Monograms
- Typographic Logos
- Type and Symbol Combinations
- Emblems
- Color Palettes

Through a combination of original, visual idea-starters and boundary-pushing exercises, *The Logo Brainstorm Book* will help you develop raw logo concepts into presentation-ready material.

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