Logo Construction: How to Design and Build a Logo

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Logo Construction: How to Design and Build a Logo Paula Yacomuzzi
LogoConstruction offers a one-of-a-kind window into theworkflow of some of world's most successful graphic designers, delivering an essential resource for workingprofessionals and aspiring up-and-comers in the world of design. Designjournalist Paula Yacomuzzi walks readers throughevery step of the logo design process, using real-world examples that traceimages step-by-step from their initial sketches to the final products: logosnow instantly recognizable to millionsof consumers around the world. Readers of Peleg Top's*Logolicious* and David E. Carter's *The Big Book of Logos* will not want tomiss this practical guide to creating marketable, effective graphics to meetthe demands of every type of client—from YouTube to yourself.

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