Logo-A-Gogo: Branding Pop Culture: Logos and Design for Comics, Music, Toys, Magazines and More

Rian Hughes

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For more than 20 years, Rian Hughes has been a versatile designer, illustrator and lettering artist working for international clients in the fields of publishing, music, sports, telecommunications, fashion and more. He has specialized in creating logo designs for the comic industry, notably for DC and Marvel products, including *Batman and Robin*, *Batgirl*, *the X-Men*, *Captain America*, *Wolverine*, *The Spirit*, *The Invisibles*, *Shade the Changing Man*, and *The Atom*. He has also designed logos for posters, CDs, and clothing, and produced branding for clients such as Hasbro, the Cartoon Network, Virgin Airways, Eurostar, and the BBC. This compendium is packed full of the best of his logo designs and offers an insight into the creative process behind his work. Preliminary sketches are shown alongside the final design, and accompanied by author commentary. An essential reference for designers to draw on in branding and other graphic design projects, the book will also fascinate anyone interested in contemporary culture. This is as good as it gets for those looking for a source of cool and inspirational logo design.

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