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LOGO Process: Create Big Logos for Small Business

Luke B Sleaford

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Written for working art studios, *Logo Process* is the art director's guide to create BIG logos for small business. It can be read in under an hour and is a lifesaver for time-poor creatives from freelancers and web developers to design students.

Designers will discover how to:

- Spend less time on unused logo concepts
- Get clients invested in a design right at briefing stage
- Boost recall with tactics big brands use
- Pitch designs with confidence work won't be rejected
- Use 27 visual traits to create better logos

Logo Process deserves a place in the design library of everyone who creates logos for small business or online brands.

This studio hardcover edition includes the best briefing questions to ask before creating a logo and updated pro-forma logo examples.

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