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One Hundred and Fifty Thoughts About Trademarks, Symbols, and Logotypes: Design by Thinking

Ken Cato

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- This book harnesses the thinking and philosophies behind some of the world's most influential symbols, trademarks and logotypes used in the commercial industries today
- This volume is compiled by the eminent Dr Kenneth W Cato AO, an Australian designer with an international reputation and who helped establish the agIdeas International Design Week, which attracts annually over 4,500 young designers and over 40 speakers from around the world, making this title able to reach an extraordinary and wide-ranging market
- This book is a superb reference title for those in the design industries, advertising, corporate and education fields

This volume profiles 150 trademarks, symbols and logotypes from around the world giving examples in nine categories of origin. Showcased with detailed images and rich, photographic detail, this unique guide illustrates examples from marques based on alphabetical forms, human forms, cultural connections, natural resources, flora and fauna, known forms, built forms, abstract forms and word marks.

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