



Logo-Art: Innovation in Logo Design

By Charlotte Rivers



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The latest instalment in RotoVision's successful Art series, *Logo-Art* showcases an international collection of exemplary and innovative logo design.

Rather than simply examining logos as branding or marketing tools, *Logo-Art* looks at logos as aesthetic objects, exploring both the logistics and creative inspiration behind the design.

The book is grouped by design application, and chapters include travel and tourism, food and drink, music and entertainment, fashion and lifestyle, home appliances and products, charities and services, and business and commerce, making this a unique resource for graphic designers, artists, art directors and design students alike.

Through its detailed analysis of real work, *Logo-Art* leaves no stone unturned in its exploration of the intriguing world of logo design.



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Editorial Review

About the Author

Charlotte Rivers (London, UK) is a writer and contributor to several international design magazines. She is the author of *Book-Art*, *DVD-Art*, *Mag-Art*, *Poster-Art*, *Maximalism*, and *Identify*.

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