

INTRO/ CASE STUDIES

Foreword: JULIUS WIEDEMANN <i>Are logos still important today?</i>	006
Introduction: PAUL MIDDLETON <i>Marks, signs, and images: embracing a sense of belonging and commitment pre-date history</i>	008
Case 01: DITI KATONA (CONCRETE) <i>Super: the new Dr. Nicholas Perricone branding launched</i>	014
Case 02: MICHEL DE BOER & TOM DORRESTEIJN (STUDIO DUMBAR) <i>Brand positioning for a university in the Netherlands</i>	026
Case 03: MARIANA HARDY (HARDY DESIGN) <i>Inhotim: turning a museum into a world stage for art</i>	036
Case 04: HERNÁN BERDICHEVSKY (IMAGEN HB) <i>Argentina 200 years: translating history into identity</i>	046
Case 05: LUDOVIC HOUPLAIN (H5) <i>Logorama: interview with Oscar winner Ludovic Houplain</i>	056
Case 06: JON CEFAL (KENTLYONS) <i>The Jarman Award identity: think lateral</i>	072
Case 07: HELMUT LANGER <i>A picture says more than a thousand words</i>	082
Case 08: JAMES NELSON (RESEARCH STUDIOS) <i>New face: 40th anniversary of Music for Youth</i>	092
Case 09: SASHA VIDA KOVIC (SVI DESIGN) <i>Looking within, seeing ahead: Victoria Beckham branding</i>	102
Case 10: LEO EYER & BILLY BACON (BOLD) <i>From scratch: identity for a design company</i>	112
Case 11: MYLES MCGUINNESS (9MYLES) <i>NetChemistry: redesigning a tech brand</i>	124

LOGO COLLECTIONS

CREATIVE INDUSTRY	134
<i>Designers and Design Offices, Architects and Architecture Offices, Industrial & Product Designers, Advertising Agencies, Branding Companies, Artists, Illustrators, Photographers, Film Production Studios</i>	
EVENTS & ENTERTAINMENT	162
<i>Championships, Contests, Exhibitions, Fairs, Festivals, Shows, Theatre Co.</i>	
FASHION & APPAREL	188
<i>Clothing, Eyewear, Footwear, Accessories</i>	
INSTITUTIONS, GOVERNMENT & REGIONAL	210
<i>Associations, Churches, Cities, Clubs, Colleges, Communities, Countries, Foundations, Institutions, Museums, Organisations, Universities, Schools</i>	
MEDIA	242
<i>Books, Campaigns, Films, Magazines, Newspapers, Portals, Publishers, Radio, TV, Websites</i>	
MUSIC	266
<i>Artists, Bands, Concerts, DJs, Music Festivals, Music Websites, Record Labels</i>	
RETAILERS & FOOD OUTLETS	286
<i>Bars, Cafés, Markets, Shopping Malls, Restaurants, Stores</i>	
SERVICE & BUSINESS	312
<i>Banking, Catering, Consulting, Hotels, Insurance, Logistic, Telecommunication, Transportation, Printing Service, Spas, Yoga Studios</i>	
MISCELLANEOUS	352
<i>Beverage, Electronics, Food, Sports, Transport</i>	
INDEX/LOGOS	374
INDEX/STUDIOS	379