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TM: The Untold Stories Behind 29 Classic Logos



Synopsis

TM offers graphic designers and those interested in the history of design and branding a uniquely detailed look at a select group of the very best visual identities. The book takes 29 internationally recognized logos and explains their development, design, usage, and purpose. Based upon interviews with the designers responsible for these totems, and encompassing the marks from a range of corporate, artistic, and cultural institutions from across the globe, TM reveals the stories behind such icons as the Coca-Cola logotype, the Penguin Books' colophon, and the Michelin Man. Based upon comprehensive research, authoritatively written and including a wealth of archival images, TM is an opportunity to discover how designers are able to squeeze entire identities into 29 simple logos.

Book Information

Hardcover: 224 pages

Publisher: Laurence King Publishing (September 23, 2014)

Language: English

ISBN-10: 1780671652

ISBN-13: 978-1780671659

Product Dimensions: 8.9 x 1.1 x 11.1 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars 6 customer reviews

Best Sellers Rank: #767,228 in Books (See Top 100 in Books) #113 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #5103 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

"Fascinating." - Wired.com "If you are interested in logo design, whether or not you are a designer, chances are that you would want to get Mark Sinclair's new book: TM: The Untold Stories Behind 29 Classic Logos." - Design Taxi

Mark Sinclair is Deputy Editor of Creative Review, the UK's leading magazine and blog on design, advertising and visual culture. He is co-author of Pictures and Words: New Comic Art and Narrative Illustration (Laurence King, 2005).

A must for the study of typography!

Great book! Goes over the history and background story of each logo and the designer who created them.

Great Book.

A bit disappointed in the fact that some of the featured logos were from the EU and not relevant to the American consumer.

"TM: The Untold Stories Behind 29 Classic Logos" by Mark Sinclair (Laurence King), a.k.a. happy accidents from start to finish. Even the book itself was initiated by a special issue of UK magazine, Creative Review, in which the editorial team was tasked to tell some of the stories behind the creation of some of the world's best-known logos. The outgrowth of that research led to this beautifully designed book which shares some of the untold stories behind classic logos like CN (Canadian National), CBS, British Rail (once Railways, but there wasn't enough time to comp the word, "way" for the presentation), and so on. Images of paths not taken to images one wished were, right down to dispelling the myths behind the once-thought origins or originators of particular logomarks (e.g. peace symbol, Woolmark), this is enjoyable for those who appreciate the art and craft of logo design. I personally love books like this for 3 reasons: 1. PROCESS: conceptual ideas, rough sketches or very tight explorations are shared, visually leading you to the final solution, 2. PERSEVERANCE: some marks really need to be coaxed out, or in some cases, begrudgingly as an afterthought (Centre Pompidou) and 3. NAPKINS: or any scrap of paper can be the carrier for a great visual idea. (Trust me, it's true!)

Echoing the three prior reviews, however, for some reason, there are no page numbers :-(

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Lives On: The Untold Stories and Secrets Behind the Sinking of the "Unsinkable"

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