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## Los Logos 7



## Synopsis

Los Logos 7, the latest edition in our Los Logos series, showcases current developments in logo design. With Los Logos 7, Gestalten continues its bestselling series on contemporary logo design that began with the publication of Los Logos in 2002. Like its six predecessors, this latest edition is a comprehensive survey of the visual languages and styles used by cutting-edge logo designers from around the world. Printed in the familiar landscape format, this new compendium resets the standard for reference books on design. Whether primarily designed to identify, inform, or inspire, today's logos have to cover a lot of bases. Although they are often created for fast-paced digital platforms, they still need to provide companies and brands with an enduring visual. Los Logos 7 shows that less has become more. Due to the significant influence of interface design, current logos are evolving to focus on the essentials. Consequently, many contemporary designs forgo realistic images, playful forms, textures, or color gradients and instead return to classic geometric forms and clear colors. These new logos master the balancing act between respectful restraint and the deliberate shaping of an identity. Fully indexed and intuitively structured, Los Logos 7 draws connections between the applications and the fields for which the featured logos were intended. Presented on 400 pages, the work is bundled into the categories Corporate & Business, Culture, Design, Fashion, Motion/Media/Games, Music, Art, Politics, Sports, Health /Wellness, and Education & Sciences. This book not only celebrates the latest innovations in contemporary logo design, but is also a precursor to coming styles and trends. Its practical examples inspire designers to create logos in line with the current zeitgeist and push their designs even further into the future.

## Book Information

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## Customer Reviews

Length: 0:45 Mins

This book packs a lot of logos, over 1700 of them. There are two points to note, though. First, the designs are really experimental. There are lots of unusual logo applications. While the logos have style, they lack the elegance, and hence you won't see any big name client examples. Many I guess are designed for short term usage, for events, products, etc. The other thing is, logos featured from the same design firm have similar styles. While they look different, they feel the same. When I'm looking at a series of logos, sometimes it's hard to tell them apart. The large number of logos featured makes this a good resource for ideas. However, if you're looking for classy logos, this might not be the book for you. The paperback actually has a cover that's quite hard, so I won't recommend the hardcover if it cost much more. (There are more pictures of the book on my blog. Just visit my [profile](#) for the link.)

It's an excellent book (to look at and hold) with a massive amount of content. The shame is that much of the content is too 'trendy' rather than good examples of smart logos. In this it's a great 'what was going on now' resource and does have some amazing works in it but many logos are obviously made to be used only briefly for functions, products or short-term items. If you can afford it then grab it but if you're on a budget get *Dos Logos* instead, it's a much broader and less 'stylewhorish' collection.

I do like this book. It is an interesting compilation of inspired work, innovative design, strange ideas that make sense. It's good for that kind of reference. *Los Logos* has a few flaws, however. First, let me state that I acknowledge that the author did not necessarily intend that this book was the ultimate reference of everything logos, but still. It's a 443 pages long book called *LOS LOGOS*, it could really bring diverse points of view on the subject. It says here they wanted to present new ideas. Good, there's plenty of that here, but it is packed with dozens of jobs from the same few design companies, which makes for a repetitive collection. If you pay attention, you'll see all works from the same companies have a similar style, and you end up wanting more, even with so much to look at. That's the one thing that made me sad about *Los Logos*: why didn't the author look at works from many other styles? These all look the same, either new retro or futuristic. The team that compiled this work actually seems to have gone out of its way to find unusual art all over the world, but then why do all works look alike in a way? It lacks a bit of real-world works. These are mostly

used in alternative brands that don't seem to target the majority of the population. It's good, but could have been so much better.

Although the layout is beautiful and the book design is clean, this book is not what I expected. The logos seem dated and too trendy. There is no innovative thinking behind these logo marks, and the only information given about the logo is the name of the firm (frustrating when the logo is only a symbol) which is why I returned the book. I'm sure some designers can get use out of this, but I personally like more information and more thought process when I buy design reference books.

I bought this book used and it was in great condition. The logos were beautiful and inspirational. As others have noted I wish there were explanations about the logos. I think that comes in their later books. It was much thicker than I thought. Overall wonderful book! I will most likely buy the rest of the series.

When I'm feeling down and lost about creating logos, I look to this for inspiration. Super inspirational catalog of works in here that help with all types of logos. If I had an infinite supply of money, this book would be the first thing I invest in.

The moment I looked in this book, I knew I had to have it. It is the best book on modern (all past 3 or 4 years) logos I have ever seen. The authors of this book dug deep worldwide to find the best and have come up with the most unique selection of designs. If you are a fan of Swedish, Japanese, UK, or Scandinavian designs, this is the book for you. It isn't often one can fork over money for something like this and walk away feeling they got their money's worth, but with this book I am enthralled by at least 1500 of the designs. All designs also come with web addresses so you can seek out more glorious artwork on your own. Finally, the format of the book is wonderful. It is bound and stitched with a thick hardcover. This book was made to be used, and last a long time.

If you are looking for a book that contains independent thinking and significant design work, this book may disappoint you. It disappointed me because the work itself is consistently immature and underdeveloped, amounting to a mediocre collection of almost amateur logos. In this book I see some good work, but it is the minority, so perhaps a stricter selection criteria would have contributed to a better final product. I'm ok with the dated content, in fact I enjoy quality dated design and that is why I bought this book in 2016, the problem however is that there is very little quality in here.

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