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Symbol (Mini)



Synopsis

Symbols play an integral role in branding programs. This book explores the visual language of symbols according to their most basic element: form. Over 1,300 symbols from all over the world are here categorized by visual type, divested of all agendas, meanings, and messages that might be associated with them so that the effectiveness of their composition and impact can be assessed without distraction and so that the reader can enjoy them as a pictorial language in their own right. Every symbol is captioned with information on who it was designed for, who designed it, when, and what the symbol stands for. These sections are interspersed with short but detailed case studies featuring classic examples of symbols still in use, and exceptional examples of recently designed symbols. This comprehensive volume is an indispensable resource for designers working on identity systems, and an engaging showcase of this exciting field. Now in a compact format.

Book Information

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Customer Reviews

Angus Hyland is a graduate of the Royal College of Art and a partner at Pentagram Design London. In 2001 he was the co-curator with Roanne Bell of 'Picture This', a British Council exhibition featuring the work of London illustrators. His work for Laurence King includes (with Roanne Bell) Hand to Eye (2003), The Picture Book (2010) and, with Steven Bateman, Symbol (2011). Steven Bateman is a freelance writer who has worked with some of the UK's leading design agencies. A regular contributor to Grafik magazine, he also writes for ISTD Condensed, Nico and Varoom.

As a professional graphic designer, I am always interested in symbols and other forms of visual communication when they are presented in a well designed format and exhibit an underlying understanding of the timeless principles of design. This small sized book takes a good approach to the display of many relevant marks, that for the most part are well conceived and intelligent, as opposed to trendy or transient. Unfortunately the book's publisher committed a fatal flaw by repeating some signatures in the middle of the book which left me disappointed in the quality and design oversight of the book's publication. A sloppy publication raises questions about the integrity of the contents. Nevertheless, if you can get past the flaw, I would recommend the book for those seeking design inspiration and prompts to creative approaches in the creation of marks.

As reviewed in the WSJ, this is a very welcome addition to the field of logo design. One can quibble that some of the leading French, German and Swiss designers are not covered in greater detail - book seems very UK centric especially in the color spreads for the Underground, BOAC, etc. The manufacture of the book is not so great (printed in China of course - whatever happened to the printing presses of the Western world?), binding fell apart 6 days outside the return date - not cheap and poorly assembled. Check your copy carefully if you decide to buy this.

Exactly what I was looking for, with ample references taken from around the world and divided into categories, and printed on heavy paper. Beautiful for idea stimulation. The only thing i would change would be to make the book physically taller and wider so it could be opened and examined without having to physically hold it open.

Very nice and well researched book. It contains quality work and the content is presented in a clear and informative way. The book itself is well designed and well put together, very enjoyable.

Love this item!

This is a competent book on symbols being used as brand marks. I have to admit I expected much more, given the background of Pentagram as one of the leading identity firms in the world. They do not show just Pentagram's work, but even so, there are a bunch of brands that are just pitiful. I would reconsider buying this one.

I bought this because suggested it when I was shopping for other design books. Turns out, it's

awesome. Just in case you also skip over the description, this book is huge. There is a massive amount of pages to flip through, heavily graphic reliant with some small amounts of text, mostly just describing who owns the logos. Highly recommended.

This book, written in conjunction with talented Angus Hyland, is a great reference for anyone interested in learning more about types of symbols, similar symbols, how similar companies use similar imagery or icons in their symbols and logos. Basically a great visual guide to symbols.

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