

CONTENTS

Preface 004

Interview

Brand Brother 007
Base Design 016
Toormix 024

Case Study

Logotypes 033
Literal Logo 151
Abstract Logo 211

Index 265

Acknowledgements 272

INDEX

&Larry

Founded in 2005, &Larry is a design company based in Singapore. &Larry is all about getting to the heart of a brand, to discover its soul and create meaningful connections with people.

andlarry.com

P118-119

&Walsh

&Walsh is a creative agency in NYC specializing in branding & advertising. They work with clients starting from the initial brand strategy phase to the design, art direction and final production of a project.

andwalsh.com

P094-099, 142-143

1983ASIA

1983ASIA was found by Yao (Malaysia) and SuSu (China) in 2012 Shenzhen, China.

www.1983asia.com

P038, 081, 160

303 Design Squadron

It is a branding office focused on developing projects with excellence in visual design through strategic thinking and empathy.

www.303design.com.br

P213

Abhijeet Thakur

Abhijeet is a copywriter turned Graphic designer from India, who is currently pursuing his Masters in Graphic Designing from MIT Institute of Design, Pune.

www.behance.net/abhijeeth1137

P157

Adventure

Founded in 2005, Adventure generates traction for active-lifestyle brands using

a unique combination of end-to-end strategy, collaborative product design and award-winning creative execution.

www.AdventureCreative.com

P165

Ahoy

Ahoy is a branding agency from Manchester, UK. They work with clients of all sizes, from local to multi-national businesses.

ahoy.co.uk

P256-257

Aizhan Sarsenova

Aizhan Sarsenova, 27 years old, lives and works in Nur-Sultan, Kazakhstan. Currently, she is working in a news agency as a graphic designer, and creating infographics is one of her main duties. Also, Aizhan makes branding, rebranding, and advertising.

behance.net/aijok

P228

Andrej & Andrej

Andrej and Andrej is an independent Bratislava based studio where value and deep understanding of clients and their needs comes together with creative and thoughtful design solutions. Visual language is supported by process of research, strategy and development.

www.andrejandrej.com

P091

Andrew Schuster

Andrew Schuster is a designer based out of Boston, MA. Being a fan of both modern and retro design, Schuster loves to find a way to connect the old with the new bringing "old school" design choices, aesthetic and layout into modern light giving a whole new life to yesteryear.

www.schusterdesign.co

P036, 153

Asís

Asís is a graphic design studio based in Buenos Aires, directed by Francisco Andriani and Clara Fernández, specialized in brand identity design.

weareasis.co

P222, 232-233, 235-236, 238

Azai Studios

An independent branding & digital marketing agency partnering with brands to help them grow. They craft well-defined strategies and remarkable visuals to build brand awareness and drive business.

www.azaistudios.com

P203, 237

B&B studio

B&B studio is an independent London-based agency with global influence, specialising in the creation and development of brands with a focus on visual identity and packaging design.

www.bandb-studio.co.uk

P089

BAG Disseny STUDIO

BAG Disseny Studio create and curate uniquely crafted projects from branding, objects to spaces. Their interest in human behaviour and human interactions transform each project they touch showing their inherit powerful narrative.

www.bagdisseny.com

P182

Banda

Banda is an independent creative agency based in Kyiv, Ukraine. It was established by three partners Pavel Vrzheshch, Yaroslav Serdiuk and Yegor Petrov in 2011.

banda.agency

P047, 088, 260-261

Base Design

Base is an international network of studios led by creatives in Brussels, New York, Geneva, and Melbourne.

www.basedesign.com

P016-023, 088-089

BBDO Guerrero

BBDO Guerrero was founded in 1998 in the belief, common to the BBDO network, in the power of effective creativity: "the work, the work, the work." It is the only agency in the country to have won the Grand Prix for Effectiveness at both the Asia Pacific AdFest and the WARC Prize for Asian Strategy.

www.bbdoquerrero.com

P213

Bel Ramos

Bel is a designer from Buenos Aires currently enjoying the slower pace of Hobart, Tasmania. With over 10 years of experience in the industry, she believes in the importance of conceptual thinking—and the value it brings to any project, large or small.

belu.design

P075

Berger & Föhr

Berger & Föhr is an independent graphic design studio focused on the advancement of meaningful and enduring ideas, identities, brands, and experiences for those who engage with them.

bergerfoehr.com

P071, 223, 226

Better

Better is an award winning brand agency based in the UK. For over ten years Better have been building remarkable brands rooted in relevant, evidence based, strategic thinking for ambitious, open minded, and value driven change-makers. Better makes brands, better.

www.better.agency

P088, 126-127, 206-207

BLACK

BLACK is a creative agency based in Singapore. It was founded with the belief that creativity and culture can make a difference, and regards them as the foundation of their processes and work.

www.blackdesign.com.sg

P035, 154, 223, 234

Bluethumb

Bluethumb aims to bring unity and clarity by partnering with progressive entrepreneurs. They create business opportunities for growth and scale by designing the brand experience.

www.bluethumbcreatives.com

P075, 175, 185, 217

Brand Brothers

Brand Brothers is a brand design studio. They do brand strategy, visual identity and branding.

www.brandbrothers.fr

P006-015, 034-035, 062-063, 065, 083, 236

Brandglow Studio

Brandglow Studio brings brands into focus by acting in the field of graphic creation. It matches solutions with needs because individual image is an important message on the market.

brandglow.pl

P042, 069, 168, 182, 218

Brandient

Brandient is an indie consultancy and design boutique, born in the emergent New Europe, with offices in Bucharest and Singapore.

www.brandient.com

P170, 218, 224

Buenaventura

Buenaventura is a graphic design studio based in Granada (Southern Spain) with focus on visual identity, packaging and editorial design.

buenaventura.pro

P039

Buro Reng

Buro Reng cares about the design process and about collaboration. Located in the center of Groningen, Buro Reng works for a mix of profit, non-profit, national, international, small and large clients.

www.buroreng.nl

P042,079, 120-121, 146-147

Cafeteria Studio

Based in Sheffield, England, Cafeteria is a versatile creative agency designing good looking, hard working communications.

www.thecafeteria.co.uk

134-135, 264

Canvas Group

Established in 2003 Canvas Group's first project was the global launch of the Mazda 3—one of the world's best selling cars. Now recognised as one of the most innovative agencies to come out of Australia and New Zealand, Canvas Group have developed over 11,000 projects for their clients, with one project winning best in the world.

canvasgroup.com.au

P043-045, 058, 163

Caselli Strategic Design

Caselli Strategic Design is an award winning, international brand consultancy with a growing multi-disciplinary team of experts, headquarters in Lugano and representative office in Paris, offering its services to a global clientele in over 20 countries around the world.

www.caselli.ch

P250-251

Chermayeff & Geismar & Haviv

Creators of many of the world's most iconic and enduring brands, Chermayeff & Geismar & Haviv is an independent design firm specializing in the development of trademarks and identity programs.

www.cghnyc.com

P044, 057, 166, 212, 214-216, 230

Chris Trivizas

It is a creative studio committed in providing premium quality, integrated communication solutions tailored to each client's needs. Its services include branding, corporate identity, logotype, stationery, invitations, flyers, brochures design and packaging.

www.christrivizas.gr

P055, 058, 219

CLEVER°FRANKE CLEVER°

FRANKE connects people to data and technology through powerful tools and captivating experiences that drive change.

www.cleverfranke.com

P054, 056, 228

COMMUNE

COMMUNE is a creative collective based in Sapporo, Tokyo, and for one month a year, Stockholm.

commune-inc.jp

P059, 184, 188-189, 202-203, 242-245

Compact studio

Compact graphic design studio was born from the creative collaboration of two graphic designers Áron Borbély and Gergő Faragó, where complex, professional design mixes with alternative solutions.

www.co-mpact.com

P108-109

Demetrio Mancini

Demetrio Mancini is a freelance graphic designer since 2008 and mainly works for small and medium-sized businesses and associations.

www.demetriomancini.it

P171, 221

Design Ranch

Design Ranch has been creating and reinvigorating forward-thinking brands for over twenty years. They drive results with sincere, compelling, creative messages—designed to

build brand presence, awareness and mindshare that you can take to the bank.

design-ranch.com

P056, 082, 114-115, 144-145, 190-191, 208-209

Dinamo Design

A design studio creating, developing and managing brands through visual identities, strategic design, concepts, and experiences.

www.dinamo.no

P102-103, 181, 215, 238

Dominik Grocholski

Dominik Grocholski is a designer focused on designing visual identity. He began his adventure with branding design in August 2018.

facebook.com/vixthesign

P164

Driller Doing Communications

Design Studio based in Guangzhou, China.

www.hellodc.com

P050, 153, 161

Executive Agency

Executive is a full-service agency based in New York and Toronto, specializing in brand systems, communication design, and digital experiences for forward-thinking companies.

executiveagency.us

P093

Explicit Design Studio

Explicit Design Studio is a creative agency in Budapest. The studio was founded by three graphic designers: Hunor Kátay, Sebestyén Németh and Szilárd Kovács. They opened their office and photography studio in 2016 in Budapest.

explicitstudio.hu

P158

FACTORY

FACTORY, (previously known as Factory 1611) is an international art & design studio specialising in branding & activation, experience led design, spatial design and build, digital design, and fine art.

www.workbyfactory.com

P192-193

For The People

For The People is a branding agency that thinks progressively about helping brands get closer to people through strategy, design, storytelling and technology.

forthepeople.agency

P100-101, 136-137, 198-199

Forth + Back

Forth + Back is a multidisciplinary design studio based in Los Angeles CA, founded by Nikolos Killian and Tanner Woodbury.

forthandback.la

P079, 110-111

GAFUN DESIGN

GAFUN DESIGN is a creative workshop located in shenzhen, Guangdong province, and active in brand consulting and design, packaging design, font custom design and other related services.

www.gafun.cc

P037

Giro Criativo

Design studio based in Brazil.

diogo.studio

P069

Godfrey Dadich Partners

Godfrey Dadich brings together the best of marketing, design, and journalism to help brands deliver more meaningful experiences.

godfreydadich.com

P150

Gorricho. Diseño.

For more than fifteen years, Gorricho Diseño has been designing functional, differential, unique brands. Brands that people can remember and desire.

www.gorricho.com.ar

P051, 229, 258-259

Grandvity Visual Integration Co., Ltd.

Grandvity is a visual design team. Specialise in branding, digital art & art works.

www.behance.net/grandvity

P043, 052, 080, 086-087, 166, 178, 240

Guayabo

Great ideas need compelling expressions. Through careful and assertive processes, Studio Guayabo creates visual identities that communicate values, concepts, and ideals.

be.net/guayabo

P074

Hello Comrade

Hello Comrade is a branding and design collective headquartered in Amsterdam, The Netherlands. Founded by Spencer Woolcott, a former marketing professional, the collective brings a holistic, brand-first approach to all of its projects.

www.hellocomradestudio.com

P073, 138-139

InSpace Creative

InSpace is a design studio for Branding and Visual Design, based in Ho Chi Minh city, Vietnam.

www.inspace-creative.co

P048, 165

Johnson Banks

Johnson Banks has clients across the globe. It's creative director Michael Johnson has written a book on problem solving and lifted the lid on the branding process with his international

bestseller, *Branding: In Five and a Half Steps* (Thames and Huson).

www.johnsonbanks.co.uk

P052, 060-061, 068, 128-131, 155, 171, 213, 262-263

José Augusto Designer

Freelance graphic designer passionate about design, art and dance.

behance.net/josehykavy

P176, 227

JU&KE Creative Design Studio

Shenzhen based studio. Christophe Mathieu Olivier Branchu is the co-founder of the studio.

www.ju-ke.co

P184

Kanella Arapoglou

Kanella is a conceptual artist with a celebrated background in graphic design. Art and design harmoniously coexist at her studio-meets-gallery in downtown Athens.

kanella.com

P241

Limão Criativo

Aline Lima is the owner of Limão Criativo agency located in Joinville, Brazil. He is a graphic designer, brazilian, 26, lives in the city of Joinville, Santa Catarina state, Brazil.

www.agencialimacriativo.com.br

P051, 162

Littlehawk

Independent creative, brand and content studio.

littlehawk.co.uk

P148-149

Lobster Phone

Lobster Phone is a small studio that delivers big results. They develop visuals that are authentic, bold and emotional.

www.lobsterphone.co

P076, 082, 084, 092, 106-107, 163, 172, 179, 232

Luke Macdonald

Luke is a self-taught Canadian graphic designer with a passion for travel and creating impactful logos. He went from studying cognitive science at the University of Toronto to teaching English in South Korea and has now set his sights on his passion for art and design.

behance.net/lukemacdonald

P038

Luminous Design Group

Luminous Design Group is an Athens based storytelling studio. Their design services include branding, identity, print and digital design, packaging design and creative direction.

luminous.gr

P186-187

M — N Associates

M — N Associates is branding & creative design studio. Their works embrace a diverse range of creative solutions across branding and graphic system, products and packaging, websites and digital experiences, architecture and interior direction.

m-n.associates

P204-205

Made Agency

Made Agency specialises in branding, design and marketing communications. It's a full service design & branding designers, strategists, brand storytellers and dedicated account management.

madeagency.com

P064-067, 172-173, 222, 225-226, 229

Mandala Studio

Mandala Studio is a multi-disciplinary design studio specialising in branding, corporate identities, graphic design, websites and publication design.

www.mandala.studio

P091, 237

Mano Negra Studio

An independent design studio, based in Mexico city.

manonegrastudio.com

P048, 132-133

másSustancia

másSustancia is a Design studio in Buenos Aires, Argentina, specialized in brand and corporate identity systems, in printed and in digital products.

www.massustancia.com

P164, 214, 216

METAMORPHOSIS MEDIA LAB

METAMORPHOSIS MEDIA LAB is a design Studio based in Taiwan, China and passionate about creating beautiful design.

www.behance.net/haoenchen

P160

Nomad

Nomad is a brand agency who works with the hungriest, most fearless businesses. Their work can be seen on streets and screens, all over the world. Reaching billions of people, every day.

nomadstudio.com

P062, 177, 240

North

North builds identities and brands that achieve business success and has transformational effects on organisations.

www.northdesign.co.uk

P071, 234

NOSIGNER

NOSIGNER is a social design activist that drives social change towards a more hopeful future. The term NOSIGNER translates as professionals recognizing the unseen, behind the form (NO-SIGN). They think of design as a tool that enable us to form the best relations.

www.nosigner.com

P140-141, 196-197, 233, 239, 252-253

ONE&ONE DESIGN

ONE&ONE DESIGN focuses on brand design, package design, book design and some other field.

www.behance.net/1and1design

P156, 200-201

OVO

OVO is an accomplished branding agency designed to solve critical business issues.

ovo.us

P053, 087, 170, 182-183

Parabureau

Parabureau is an award winning design consultancy specialized in branding and design. The company operates since 2004 in Zagreb, Croatia and is run by Igor Stanisljevic.

www.parabureau.com

P235

Patrick Finley Design

Patrick Finley is a graphic designer and design educator teaching in the Graphic Design program at Virginia Tech.

www.behance.net/pfinley

P037, 046, 159, 212

Pearlfisher

Pearlfisher is an independent creative business—the definitive partnership of Futures, Strategy and Design.

www.pearlfisher.com

P161

PERFECT DESIGN

Graphic studio based in Shenyang, China.

www.behance.net/Darren_C

P046, 090

Podpunkt

Podpunkt is a full-service branding studio and software house. They create visually strong brands and digital products.

www.podpunkt.pl

P194-195

PriestmanGoode

PriestmanGoode is a design studio dedicated to designing a better future. The London and China based company specialises in design, branding and visualisation for a broad range of clients.

www.priestmangoode.com

P240

PUSH Collective

PUSH is a brand strategy and design consultancy based in Melbourne, Australia.

www.pushcollective.com

P225-227

R&MAG PARTNERS

It was 1986 when Raffaele Fontanella and Maurizio Di Somma pooled their resources and professional qualifications to set up their firm "R&MAG PARTNERS". Corporate visual identity, poster, packaging, signage systems and graphic design for public utility campaigns are their chief areas of activity.

www.remaq.it

P050, 084, 167, 180, 239

R-Co Brand

R-Co seeks out their client's stories in order to create memorable brand identity design. R-Co knows that every brand identity solution begins by listening and understanding the client's vision and business needs. These insights enable R-Co's strategic design process to transform brands from where they are, to where they need to be.

r-co.com.au

P162, 219

Raphael Iglesias Cristo

Raphael is a graphic designer and art director. Design has always been his passion. His specialties is branding, packaging design and illustration.

raphaelliglesiasdesigner.com

P212

Redkroft

Redkroft is a brand design studio for high-end difficulty projects. They create successful brands for industry leaders and those aspiring to become such.

redkroft.com

P168-169

Rose

Rose specialises in creating, evolving and developing world class brands. They help their clients connect more successfully with their audiences and build their brands.

www.rosedesign.co.uk

P049, 076-077, 081, 174, 178, 229

Saad Salim

Saad Salim is a self taught graphic designer, he started working in the field from a young age. Saad currently mainly works on creating brands and user interfaces.

www.behance.net/Saadx

P224

SANYI_Lab

SANYI (Creativity) Lab was founded in Shenzhen, Guangdong, China, by Tao & Lulu in the year of 2013, specialized in areas of design, branding ,art and art merchandise, etc.

www.behance.net/sanyi_lab

P210

Shangning Wang

Shangning is an New York based graphic designer, art director, and all around creative. He focuses on data visualization, branding design, typography, illustration, and poster art.

www.shangningwang.com

P180

Shuka Design

Shuka is a brand bureau from Moscow founded in 2003 by Ivan Vasin and Ivan Velichko, both graduates from Moscow State University of Printing Arts (ex-Vkhutemas).

shuka.design

P104-105, 122-123, 254-255

Sid Lee

One of the industry's most multidisciplinary agencies, Sid Lee is a collective of makers and thinkers based in Montreal, Toronto, Paris, New York and Los Angeles.

sidlee.com

P066

Siggi Odds, Albert Muñoz

Siggi Odds and Albert Muñoz are creative directors and designers who at the time headed up the brand design arm of icelandic brand consultancy Jonsson & Lemacks.

www.siggiodds.com, www.ulysses.is

P174

Siow Jun

Jun is a designer and illustrator specialising in editorial illustrations and infographics. He enjoys creating clever and colourful conceptual illustrations.

siowjun.com

P058

SNASK

Snask is the internationally renowned rockstar design agency from Sweden.

www.snask.com

P112-113

Studio Dumbar (part of Dept)

Studio Dumbar is an international agency with a Dutch heritage, specialising in visual branding, founded by Gert Dumbar in 1977.

www.studiodumbar.com

P061, 074, 080, 085, 090

Studio L'Ami Studio

Studio L'Ami Studio specialises in creating great brand identities and bringing them to life through seductive print collateral, packaging, & environmental design. They believe in meaningful & tactile design experiences—giving people something to touch, hold & feel.

studio-lami.com

P049

Studio Output

Studio Output is a digital-first design agency joining the dots between marketing, brand and product.

www.studio-output.com

P069-070, 077-078

Studio Wesseling

Studio Wesseling is a creative design studio based in Amsterdam. They design mostly visual, tangible, experimental and formal indoor, outdoor and football identities.

www.studiowesseling.nl

P055, 179, 218

The Playground

The Playground is a creative studio that believes in the power of brand as a force for human good.

theplayground.studio

P083, 175, 177

THERE

THERE is a creative consultancy with a real focus on Harnessing the Power of Place™ by creating place-led Brands; and the Environments that bring them to life.

www.there.com.au

P063, 072, 173, 231

Thomas Hirter, Grafiker

Thomas Hirter is an independent graphic and type designer based in Bern, Switzerland. Since more than ten years he runs his own studio and collaborates with various other designers according to the resources needed.

www.thomashirter.ch

P053, 152

thonik

Creative passion is at the heart of thonik's practice. The Amsterdam based design collective, led by Nikki Gonnissen and Thomas Widdershoven, wants to add to the world in order to improve its visual quality and change its course.

thonik.nl

P116-117, 220

TNOP DESIGN

TNOP is a Bangkok-based graphic design studio that focuses on creating a perfect balance between art and design. Founded in Chicago in 2005 by Tnop Wangsillapakun, AGI member.

tnop.com

P047, 054, 057, 124-125, 220-221, 246-247

Toby Ng Design

Toby Ng Design is an independent branding and design studio that believes in the power of meaningful ideas to drive great design.

www.toby-ng.com

P068, 167, 248-249

Tomás Gouveia

Tomás Gouveia is a graphic designer focused on editorial design and brand identity based in Lisbon, Portugal.

www.tomasgouveia.com

P064

Toñito Balderrama

Mexican Illustrator and designer who is passionate about colour and design.

www.instagram.com/tonitobalderrama

P077, 154-156, 158-159, 169, 176

Toormix

Toormix is a brand design studio from Barcelona. Toormix uses creative thinking and design to generate innovative brand experiences with a clear focus on the needs of the user, as well as an understanding of the business challenges and objectives.

www.toormix.com

P024-032

TSUBAKAI KL

TSUBAKAI has grown leaps and bounds in the span of 12 years, imparting knowledge to their dear clients on areas of branding, communications and marketing along the way.

www.tsubakistudio.net

P181

Turner Duckworth: London, San Francisco & New York

Turner Duckworth designs unmistakable visual identities and packaging for the world's greatest brands.

www.turnerduckworth.com

P060, 157, 160

Turnstyle

Born in 2004, Turnstyle is a full-service creative agency with offices in Seattle and Portland. Turnstyle creates highly-crafted brand experiences that clarify purpose, encourage action, and inspire brand loyalty.

www.turnstylestudio.com

P085, 241

Universal Favourite

Universal Favourite is a Sydney-based brand and digital design consultancy; refreshingly insightful people and design, crafting beautiful award-winning solutions.

universalfavourite.com.au

P039, 093, 185

Vanderbrand

Vanderbrand is an award-winning, full-service, creative agency based out of Toronto, Canada. Specialised in branding, strategy, and digital solutions, Vanderbrand creates brand cultures to enrich human experiences.

vanderbrand.com

P092

Vinay Gowtham M

Graphic designer, illustrator, and artist based in Bangalore, India.

www.behance.net/VinayGowthamM

P161

Voskhod

Voskhod is an agency of creative solutions that has been Russia's top agency for 7 years in a row. With 23 years of experience, it provides revolutionary solutions and delivers creativity through everything it does.

voskhod.agency/en

P080

Vruchtvlies

Vruchtvlies is a design-driven digital agency that realises the potential of ambitious brands.

www.vruchtvlies.com

P067

Wall-to-Wall Studios

Founded in 1992, Wall-to-Wall Studios is a Brand and Digital Design Agency creating compelling integrated experiences for smart brands.

walltowall.com

P059, 183

We Are Bill

We Are Bill is a brand strategy & design studio based in Greenpoint, Brooklyn, USA.

www.wearebill.com

P086

William Lovecraft

William Lovecraft is a modest graphic designer based in Madrid, Spain. He is specialized in the logo and visual identities for new businesses.

www.williamlovecraft.com

P217

Young & Laramore

Young & Laramore is an independent, full-service advertising agency.

yandl.com

P073, 231

YummyColours

YummyColours™ are designers of experiences and articulators of brands. Brands are at their best when they're felt, when the studio connects with them. The mission is to create resonating impact.

yummycolours.com

P070, 078



Hoaki Books, S.L.
C/ Ausiàs March, 128
08013 Barcelona, Spain
T. 0034 935 952 283
F. 0034 932 654 883
info@hoaki.com
www.hoaki.com
@ hoaki_books

Redesigning Logos

ISBN: 978-84-17656-29-4
D.L.: B 2083-2020
Printed in China

Copyright © 2021 by Sandu Publishing Co., Ltd.
Copyright © 2021 by Hoaki Books, S.L.
for sale in Europe and America

Sponsored by Design 360° — Concept & Design Magazine
Edited, produced, book design, concepts & art direction by
Sandu Publishing Co., Ltd.

www.sandupublishing.com

Chief Editor: Wang Shaoqiang

Executive Editor: Krystle Zhang (Zhang Xing)

Designer: Pan Yuhua

Cover design by Spread: David Lorente

Logo designs used on the cover by &Walsh, Asis, Berger & Föhr, Brand Brothers,
Buro Reng, Canvas Group, Design Ranch, DesignStudio, Dinamo Design,
Gorricho Diseno, Hello Comrade, Johnson Banks, Made Agency, OVO,
Podpunkt, Rose

All rights reserved. The total or partial reproduction of this book, its transmission
in any form or by any means or procedure, whether electronic or mechanical,
including photocopying, recording or incorporation into an electronic storage
and retrieval system, and the distribution of copies of the work through rental or
public lending are not permitted without prior authorization from the publisher.



ATLAS



TRY TO FIND
HERE EVERY
COUPLE OF OLD/
NEW LOGO.
DO YOU PLAY?



A logo is a graphic mark or symbol used to promote public identification and recognition. When the logo needs to be redesigned, it is important to take into account several factors so as to ensure the public continues to recognise it. *Redesigning Logos* is a spectacular compilation featuring the best examples of redesigned logos. It features almost 400 outstanding redesigned logos worldwide to reveal how logos are created and evolve. Also featured are three famous design studios—Toormix, Base Design, and Brand Brothers, all leaders in the field—who provide in-depth interviews describing the process behind redesigning logos.

Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts (China) and Doctoral Supervisor at the College of Arts and Humanities of the Macau University of Science and Technology. He is a prolific editor whose titles focus on design, art and life. He is also the editor of *Design 360°* magazine and *Asia-Pacific Design* yearbook. He has been invited to lecture at numerous universities, design academies and organizations, and he has been a jury member for China's most prestigious design and illustration awards.



elker



amalfi

