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In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

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A cross — “angel food” (food served to hobos after a sermon). A triangle with hands — the homeowner has a gun. A horizontal zigzag — a barking dog. A square missing its top line — safe to camp in that spot. A top hat and a triangle — wealth. A spearhead — a warning to defend yourself.

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Logo Design Love will make you stop and think about how you are approaching design. David Airey writes in

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a very upbeat manner which makes reading it enjoyable. The topics covered are very relevant, and are there to help guide you to make your own decisions.

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design isn't rocket science, and this is a tried and tested ... Designer Nancy Wu was hired to create a logo and collateral for Tenth Avenue Alliance Church in Vancouver, British ... Microsoft PowerPoint template, a graphic standards guide, promotional buttons, mugs, water bottles, t-shirts, and tote bags. Tenth Church

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About the Author A self-employed graphic designer from Northern Ireland, David Airey writes three of the most popular graphic design blogs on the Internet: DavidAirey.com, LogoDesignLove.com, and IdentityDesigned.com. David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day.

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graphic designer from Northern Ireland, David Airey writes three of the most popular graphic design blogs on the Internet: DavidAirey.com, LogoDesignLove.com, and IdentityDesigned.com. David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day.

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