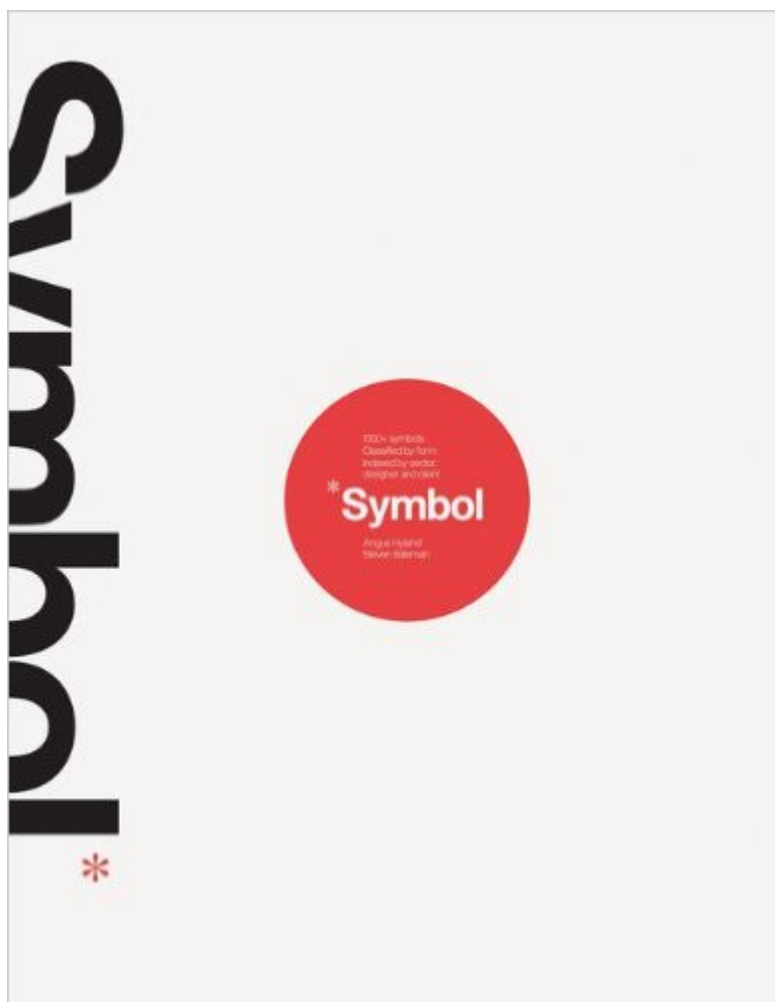# The book was found

Symbol

Synopsis

The book features over 1300 symbols, organized into groups and sub-groups according to their visual characteristics. Each category includes a short introduction, with expanded captions providing information on who the symbol was designed for, who designed it, when, and where appropriate, what the symbol stands for. These sections are interspersed with short case studies on both classic examples of symbols still in use, and exceptional examples of recently designed symbols.

Book Information

Paperback: 336 pages

Publisher: Laurence King Publishing (June 1, 2011)

Language: English

ISBN-10: 1856697274

ISBN-13: 978-1856697279

Product Dimensions: 7.8 x 1.5 x 9.8 inches

Shipping Weight: 2.7 pounds

Average Customer Review: 4.3 out of 5 stars See all reviews (23 customer reviews)

Best Sellers Rank: #591,050 in Books (See Top 100 in Books)   #83 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design

Customer Reviews

Put logo, trademark or symbol into search and you'll come up with a few hundred books that cover every aspect of the subject, from how to design them to copyright problems. The subject is now a staple in the design publishers catalog. Hyland and Bateman's book is a notch above most because they've stripped the subject down to the basics and look at symbols only, so there are no typographic and image marks like UPS; Dole; MetLife; Exxon or Coca Cola, for example.The 1300 symbols in the book are divided into two sections: Abstract and Representational. These are subdivided into categories like stripes (fifteen examples) arrows (twenty-five) radiating/circular (twenty-three) sun (fourteen) birds (thirty-two) or hearts (twenty-two). I thought the Representational pages the most fascinating because designers have to use a familiar object and change it into a unique version for a company so it will be recognizable anywhere. Anything that has a curve to it (bird, heart, eye) seems to encourage designers to create some wonderful company brandmarks.Scattered through the pages are some case histories (over two or three pages) where there is a closer look at selected company marks. These are the only pages that use color. All the symbols have credits for company, country, designer, date and a brief description of what the

design is for.There are a few hundred names, from around the world, in the designer index and Pentagram gets the most inclusions with sixty-two symbols, Chermayeff & Geismar get thirty-six and Karol Silwka (from Poland) gets thirty-one. Oddly the great designer Saul Bass only has one entry and Herb Lubalin none, I suppose because he was essentially a type man. There is a company and sector index also.

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Symbol (Mini) Symbol Math - Flash Cards: 57 number and symbol cards, with learning tips The Irish Wolfhound: Symbol of Celtic Splendor Breckinridge: Statesman, Soldier, Symbol Sojourner Truth: A Life, a Symbol The Grail: From Celtic Myth to Christian Symbol Yantra: The Tantric Symbol of Cosmic Unity Brooklyn Bridge: Fact and Symbol (Phoenix Book; P828) The White House for Kids: A History of a Home, Office, and National Symbol, with 21 Activities (For Kids series)

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