



Logotype

By Michael Evamy

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Logotype is the definitive modern collection of logotypes, monograms, and other text-based corporate marks. Featuring more than 1,300 international typographic identities, by around 250 design studios, this is an indispensable handbook for every design studio, providing a valuable resource to draw on in branding and corporate identity projects. Retaining the striking black-and-white aesthetic and structure of *Logo* (also by Michael Evamy) and *Symbol*, *Logotype* is an important and essential companion volume.

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Editorial Review

About the Author

Michael Evamy is a design journalist, author and copywriter and works with major design companies on branding and identity projects. His previous books include *Logo* and, with Lucienne Roberts, *Insight*.

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