



# The Vignelli Canon

*By Massimo Vignelli*

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## The Vignelli Canon By Massimo Vignelli

The famous Italian designer Massimo Vignelli allows us a glimpse of his understanding of good design in this book, its rules and criteria. He uses numerous examples to convey applications in practice - from product design via signaletics and graphic design to Corporate Design. By doing this he is making an important manual available to young designers that in its clarity both in terms of subject matter and visually is entirely committed to Vignelli's modern design.

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## **Editorial Review**

### About the Author

Massimo Vignelli studied architecture in Milan, emigrated to the USA in 1961, co- founded UNIMARK in 1965. He works as a designer in the areas of graphic and corporate identity programs, publication designs, architectural graphics, and exhibition, interior, furniture, and consumer product designs for many leading American and European companies and institutions. With Lella Vignelli, he established the offices of Vignelli Associates in 1971.

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