



The Power of Logos: How to Create Effective Company Logos

William L. Haig, Laurel Harper

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This book brings together both design and marketing expertise to explain how to create a truly effective company logo. It demonstrates and explains how to integrate concepts such as credibility, familiarity, and the essential spirit of a business into a logo design. Written for both the designer and the company manager, it defines the meaning of "credibility" and then demonstrates the kinds of qualities that convey credibility in a company logo. You need this book if you are: A designer attempting to understand:

- marketing and business concepts
- how to translate "credibility" into design
- the defining qualities of a business
- what a client is saying
- the many applications of a logo

A manager attempting to understand:

- how to approach the task of creating a logo
- the designer's perspective
- what message a company logo should convey
- how design can be used to symbolize expertise
- how to communicate clearly with a designer

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