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Here, designers will discover great examples of logos that aid in building relationships with clients and customers, selling consumer products, and fulfilling publicity and informational needs. The book is divided into eight chapters: Graphic Design Firms, Entertainment & Leisure, Publishing, Manufacturers & Products, Nonprofit Organizations & Institutions, Restaurants & Retail, Events, and Services. Each chapter contains information on the creation of each logo or symbol, including details about initial concepts, the designer's working methods, software, and printing processes used, costs and client response.

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