Color Management for Logos: A Comprehensive Guide for Graphic Designers

John Drew, Sarah Meyer

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Color Management for Logos: A Comprehensive Guide for Graphic Designers John Drew, Sarah Meyer A one-stop color resource for all logo designers.

The Color Management series contains many practical formulas and systems for using and managing color in all areas of design. Each book looks closely at the aesthetic and applied use of color for specific purposes in this case logo design, which is unanimously credited as being the most commonly requested commercial design. To be successful in the field of logo design, designers need the skills and knowledge to create simple, bold graphics that will promote a particular company or cause, and provoke a desired response. Color Management for Logos has two unique selling points: it focuses specifically on color in logos, and it covers both theoretical and practical design considerations. Every aspect of color for logos is covered, from issues of impact and legibility, to emotional responses to color, prepress requirements, and technical considerations. Not only is this a source of design inspiration, it is also a hardworking manual that gives designers the broad color knowledge with which to create more successful logo designs. This book shows how to work within budgetary constraints, create the right feel for an identity, and create logos that work with a number of different color palettes. It shows how different color combinations can change the emphasis of a logo design by displaying the same logo in a range of color ways and arming designers with a thorough understanding of how to communicate with and manage color in all aspects of logo design.

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