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In Logo Design Love, David shows you how to develop an iconic brand identity from start to finish, using client case studies from renowned designers. In the process, he reveals how designers create effective briefs, generate ideas, charge for their work, and collaborate with clients.

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## **A guide to creating iconic brand identities**

Logo Design Love is a website and bestselling book for designers with an interest in logos and brand identity design.

## **Logo Design Love | on logos and brand identity design**

Ready to create a logo that embodies your brand and sticks in the minds of your clients? This guide is suitable for any kind of business. It will walk you through each step, from picking the best tool, to creating your color palette and choosing the right tagline. Your own logo is only a click away!

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About the Author A self-employed graphic designer from Northern Ireland, David Airey writes three of the most popular graphic design blogs on the Internet: [DavidAirey.com](http://DavidAirey.com), [LogoDesignLove.com](http://LogoDesignLove.com), and [IdentityDesigned.com](http://IdentityDesigned.com). David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day.

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In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

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Logo Design Love February 11 · For a personal project, Kent-based graphic designer John Vingoe redesigned the classic Swan Vestas logo, mixing fire with the renowned swan emblem. A subtle

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change that makes the mark more memorable and relevant.

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— David Airey, Logo Design Love: A guide to creating iconic brand identities “It is only after a mark is officially adopted that the public will embrace it and with time come to associate it with their feelings about the company or institution it represents. Like a good red wine, a trademark needs to mature.”

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