

Unveiling the Unspoken Tales Behind 29 Iconic Logos

Every brand has a story to tell, and often, the first chapter is written through its logo. A well-designed logo can evoke emotions, convey a brand's personality, and create a lasting impression. But behind the seemingly simple designs, there are often fascinating stories and hidden meanings that go unnoticed.



TM: The Untold Stories Behind 29 Classic Logos

by Mark Sinclair

★★★★☆ 4.4 out of 5

Language : English
File size : 43454 KB
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Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 420 pages



In the captivating book "Tm: The Untold Stories Behind 29 Classic Logos," authors Marty Neumeier and Phaidon Press take readers on an insightful journey into the creative process behind some of the world's most recognizable logos. From the iconic swoosh of Nike to the vibrant colors of Google, each logo has a unique story to share.

Here are just a few of the intriguing tales you'll find in this captivating book:

- **Nike:** Carolyn Davidson's iconic "swoosh" was originally rejected by Nike co-founder Phil Knight, who thought it looked like a "check mark." Fortunately, Knight eventually came around to appreciate Davidson's design, and the swoosh has become one of the most recognizable logos in the world.
- **McDonald's:** The golden arches were originally designed to resemble the shape of the restaurant's buildings. Over time, the arches have evolved to become a symbol of fast food and convenience.
- **Apple:** The apple logo has undergone several iterations over the years, but one thing has remained constant: the bite mark. According to Steve Jobs, the bite mark was added to prevent the logo from being mistaken for a cherry.
- **Google:** The multicolored "googley eyes" were added to the Google logo in 2000 to make the company seem more approachable and friendly.
- **FedEx:** The hidden arrow in the FedEx logo is a subtle but brilliant example of visual storytelling. The arrow represents speed and efficiency, two essential qualities for a shipping company.

These are just a few of the many fascinating stories you'll find in "Tm: The Untold Stories Behind 29 Classic Logos." This book is a must-read for anyone interested in design, marketing, or the history of iconic brands.

To Free Download your copy of "Tm: The Untold Stories Behind 29 Classic Logos," click here: <https://www.Our Book Library.com/Tm-Untold-Stories-Behind-Classic/dp/0714863234>

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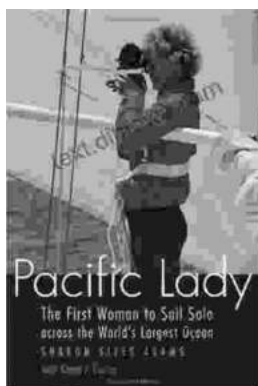


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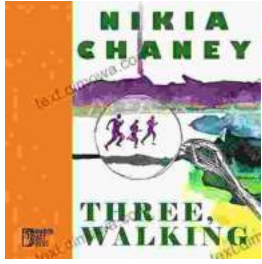
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