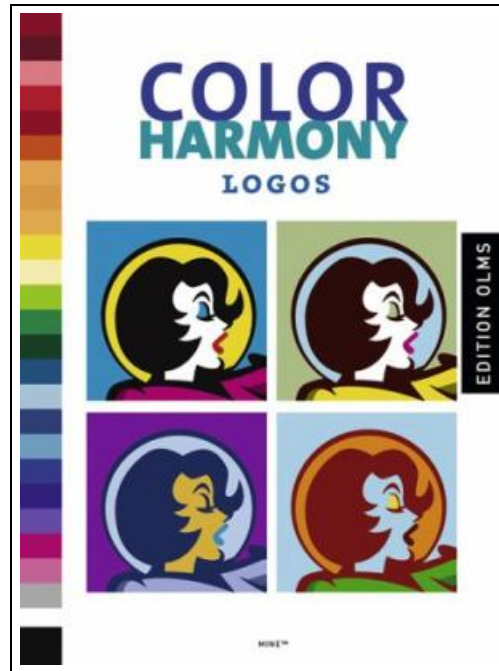


## Color Harmony Logos



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Edition Olms Jul 2006, 2006. Taschenbuch. Condition: Neu. Neuware - Includes an interactive CD that contains the logos designed for the color palettes, which allows users to choose logos, experiment with colors, and print out the logos for reference. Selecting the right color palette for any design project, whether personal or commercial can make all the difference in getting it right. Choosing the right color for a logo, and ultimately the identity, is essential because they will define all the collateral materials that will follow. Unfortunately, choosing color is not an easy process for most people, but with a little bit of science and color advice, anyone can make a strong choice. Color Harmony: Logos opens with a discussion on how to choose color for logos and follows with a number of case studies on logos where color is a dominate factor, such as those for H&R Block, Kodak and Coca-Cola. Then, the book takes the 26 adjectives from one of the series predecessors. The Complete Color Harmony, and shows one logo for each adjective in 50 color combinations. The result: 1300 logos variations that illustrate how colors can make an impact. In all, the book is a powerful demonstration of the power of color and its ability to enforce a message. 157 pp. Englisch.



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