

AMERICAN TRADE-MARK DESIGNS: SURVEY WITH 732 MARKS, LOGOS AND CORPORATE-IDENTITY SIGNS



Dover Publications Inc., United States, 1976. Paperback. Book Condition: New. 277 x 211 mm. Language: English . Brand New Book. This collection of 732 American trademarks and symbols is widely representative of major past and current trends in American trademark design. The marks are arranged in categories that include entertainment, education, real estate, insurance, food and beverage, retailing, transportation, utilities, heavy industry, and others, and are chosen from local and internationally known examples. Reprinted in black-and-white, the marks appear here in their standard form on signs, letterheads, book bindings, T-shirts, sugar bags, household appliances, bank checks, drinking cups, coasters, screened commercials and printed ads, ashtrays, clothing labels, shopping bags, awnings, and so on. For several current trademarks, earlier versions are also illustrated and dated, tracing trademark genealogies of possible interest both as history and design. Captions identify the trademarks, giving year of design, and, when known, the name of the designer. The editor in her introduction describes the development of American trademarks from Ralston Purina s homespun checkerboard square to the Cities Service corporate triangle. Notes on the specialized uses and requirements of various kinds of marks introduce each section. This is a remarkable sourcebook for graphic artists, students, and commercial designers. Social psychologists, market researchers, and others interested in group behavior may find it the starting point of ideas and experiments. This book also has a curious fascination as browsing, illustrating at a glance how familiar, memorable, and widespread trademarks seem to be.



[Read American Trade-mark Designs: Survey with 732 Marks, Logos and Corporate-identity Signs Online](#)



[Download PDF American Trade-mark Designs: Survey with 732 Marks, Logos and Corporate-identity Signs](#)

You May Also Like



Write Better Stories and Essays: Topics and Techniques to Improve Writing Skills for Students in Grades 6 - 8: Common Core State Standards Aligned

Createspace Independent Publishing Platform, United States, 2012. Paperback. Book Condition: New. 277 x 211 mm. Language: English . Brand New Book ***** Print on Demand *****.Mr. George Smith, a children s book author, has been...

[Read ePub »](#)



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually...

[Read ePub »](#)



Words and Rhymes for Kids: A Fun Teaching Tool for High Frequency Words and Word Families

AUTHORHOUSE, United States, 2009. Paperback. Book Condition: New. 279 x 211 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is designed to make learning fun for children in kindergarten through...

[Read ePub »](#)



Crochet Baby Afghans: Wraps for a Special Wee One!

LEISURE ARTS INC, United States, 2013. Paperback. Book Condition: New. 269 x 211 mm. Language: English . Brand New Book. 5949 Baby Afghans Delight a new mom or grandmom with a soft afghan for Baby!...

[Read ePub »](#)



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to...

[Read ePub »](#)