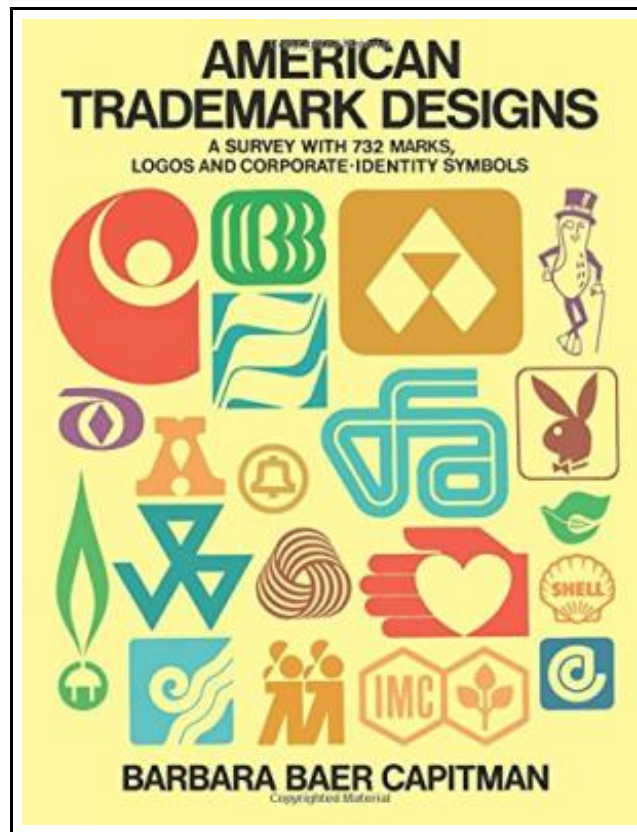


American Trade-mark Designs: Survey with 732 Marks, Logos and Corporate-identity Signs



Filesize: 3.53 MB

Reviews

*A fresh e book with a brand new point of view. It is actually writter in straightforward terms and never difficult to understand. I found out this pdf from my dad and i suggested this ebook to understand.
(Dr. Lisandro Schuppe MD)*

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](#)

Relevant Books



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...

[Save Book »](#)



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...

[Save Book »](#)



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...

[Save Book »](#)



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!...

[Save Book »](#)



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...

[Save Book »](#)

**DK Readers L3: Extreme Sports**

DK Publishing (Dorling Kindersley), United States, 2001. Paperback. Book Condition: New. 216 x 183 mm. Language: English . Brand New Book. Are you ready for the ultimate book on daredevil sports? Whether it's steep

[Save Document »](#)

**Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters!**

ZONDERVAN, United States, 2014. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. Rachel Macy Stafford's post The Day I Stopped Saying Hurry Up was a true phenomenon on

[Save Document »](#)

**Skills for Preschool Teachers, Enhanced Pearson eText - Access Card**

Pearson Education (US), United States, 2016. Online resource. Book Condition: New. 10th edition. 279 x 216 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing

[Save Document »](#)

**Never Invite an Alligator to Lunch!**

Lucky Me Publishing, LLC, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. NEVER Invite an Alligator to Lunch! delivers a fun,

[Save Document »](#)

**Nautical Coloring Book: An Advanced Adult Coloring Book of Nautical, Maritime and Seaside Scenes**

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.Take your coloring to the next level with this Advanced

[Save Document »](#)