



## Los Logos 7

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Los Logos 7, the latest edition in our Los Logos series, showcases current developments in logo design. With Los Logos 7, Gestalten continues its bestselling series on contemporary logo design that began with the publication of Los Logos in 2002. Like its six predecessors, this latest edition is a comprehensive survey of the visual languages and styles used by cutting-edge logo designers from around the world. Printed in the familiar landscape format, this new compendium resets the standard for reference books on design. Whether primarily designed to identify, inform, or inspire, today's logos have to cover a lot of bases. Although they are often created for fast-paced digital platforms, they still need to provide companies and brands with an enduring visual. Los Logos 7 shows that less has become more. Due to the significant influence of interface design, current logos are evolving to focus on the essentials. Consequently, many contemporary designs forgo realistic images, playful forms, textures, or color gradients and instead return to classic geometric forms and clear colors. These new logos master the balancing act between respectful restraint and the deliberate shaping of an identity. Fully indexed and intuitively structured, Los Logos 7 draws connections between the applications and the fields for which the featured logos were intended. Presented on 400 pages, the work is bundled into the categories Corporate & Business, Culture, Design, Fashion, Motion/Media/Games, Music, Art, Politics, Sports, Health /Wellness, and Education & Sciences. This book not only celebrates the latest innovations in contemporary logo design, but is also a precursor to coming styles and trends. Its practical examples inspire designers to create logos in line with the current zeitgeist and push their designs even further into the future.

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