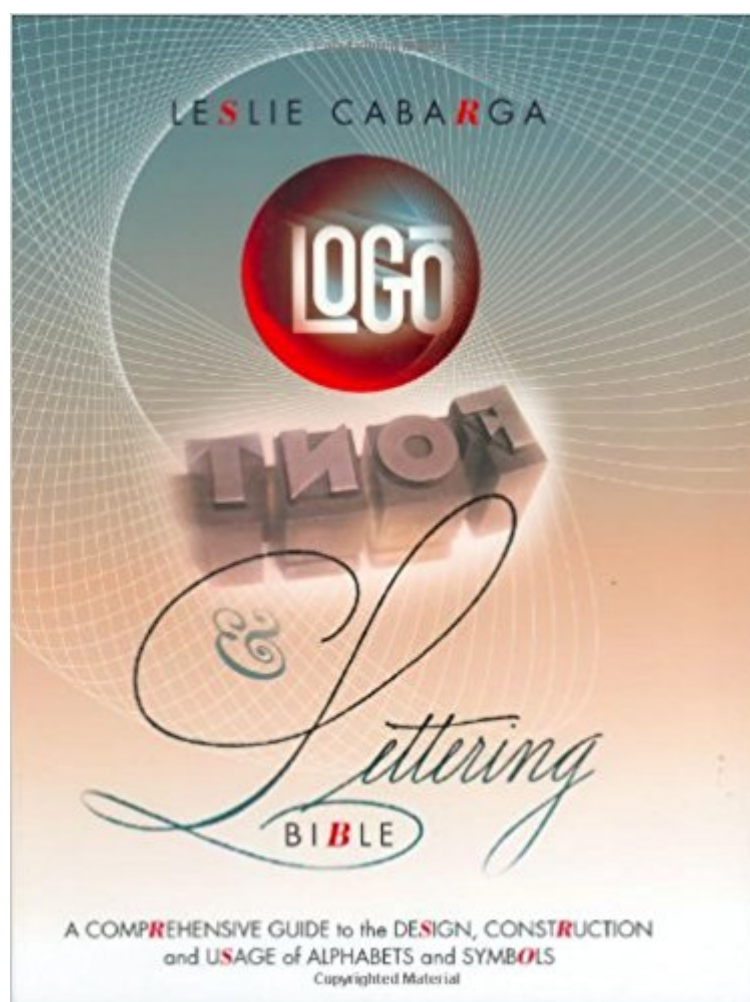


The book was found

Logo, Font & Lettering Bible



Synopsis

Put the power to design logos and type in your own hands! Why be a designer who must rely upon preexisting typefaces and clip art when you can become the kind of designer who creates logos, fonts and lettering of your own? Leslie Cabarga, author of the bestselling *Designer's Guide to Color Combinations*, has created a textbook of type for the experienced graphics professional as well as the beginning student of design. You'll learn how to: Create innovative logo design traditionally and on the computer Develop a discerning eye for quality lettering and logo design Design your own custom-made fonts Build a profitable business as a logo, font and lettering designer It's the most comprehensive treatise on logos, fonts and lettering available! The easy-to-read, fun-to-browse, picture-heavy format makes learning to letter a snap. The *Logo, Font & Lettering Bible* provides the start-to-finish information you need to succeed in today's competitive design market.

Book Information

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[Photography > Graphic Design > Commercial > Branding & Logo Design](#) #40 in [Books > Arts &](#)

[Photography > Other Media > Calligraphy](#) #63 in [Books > Arts & Photography > Graphic Design > Typography](#)

Customer Reviews

I'm torn on this book. Overall, it is a fantastic resource. The author spent a tremendous amount of time collecting rare and valuable visual resources encompassing everything from scanned pages out of the sketchbooks of legendary designers, old ephemera, in-depth type explorations to variations on famous logos and visual examples of virtually every typographic style you could imagine. He shows work from hundreds of letterers and designers that I've never heard of and have trouble finding info about anywhere else. In terms of pure scope and content, it can't be beat. He also provides tutorials on simple typography that would be useful for a beginner, though I do

question his aesthetic sense-- his overuse of outlines and type-effects is rather heinous. What I don't like about the book is the author himself. A little personality is ok, but I find his sense of humor obnoxious and often rude and self-righteous. More troublingly, a lot of his advice is really bad. Prime example: how hypothetical work is bad for novices but spec work is useful, or how you should "puff up" logo comp presentations with tons of variations just so the client sees more options. As the author, he is speaking from a position of innate authority, but based on his body of work, opinions, and aesthetic, I just don't see that authority as justified-- especially with such a presumptuous title as this one has. Additionally, I find his stances on the distinction between copying and inspiration, on self-promotion, on dealing with printers, even on calligraphy to be anywhere from obnoxious to highly unethical (at one point he takes the artwork from a vintage book cover and simply REFLECTS IT in Photoshop, slaps some new type on it and calls it "his own").

I am amazed at the large number of positive commentaries about this book. It because of them that I made the mistake of buying it. I am a professional designer/typographer and please trust me when I tell you this book is absolutely worthless. The only people this book may appeal to are those who design 30\$ logos for crowd sourcing sites. I wouldn't normally come down on it so hard, as I can appreciate the effort the author put into it, but this book makes a point of promoting bad quality design. Even the way the book is designed (by Leslie Cabarga himself) is so bad that it will make any self respecting designer want to jump out of a moving train into an electric fence. Mr. Cabarga is not a designer, at best he is an illustrator (check out his website and think if you want to buy a book about type design from a guy who made the Mighty Mouse logo). I guess any book that promotes itself as a "bible" (with the exception of the actual Bible) is not worth the paper it's printed on. If you want to see examples of good lettering buy one of Doyald Young's books (Logotypes & Letterforms: Handlettered Logotypes and Typographic Considerations). If you want to learn something about type design, then Karen Cheng's Designing Type will give you a decent introduction. If it's typography you're into, the R.

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