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Logo Book

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"LogoBook aims to be a compilation of logos with added content: the visualization of the creative process and a deeper understanding of this visual symbol. To do this, the book, will be divided into 14 chapters divided by themes: cultural, social, design and art, education, health and beauty, and sports, among others. In each chapter, one logo will be chosen as a case study. Then, several pages will be dedicated to the creation of this logo, such as outlines, work methods used, photos of the process, rejected proposals and the development of the process. It will show the entire journey undertaken from the first idea to its creation in 14 different cases."

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