

SYMBOL BY STEVEN BATEMAN, ANGUS HYLAND



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Symbol By Steven Bateman, Angus Hyland. Someday, you will uncover a brand-new journey and knowledge by spending more money. But when? Do you think that you need to get those all needs when having much cash? Why don't you aim to get something basic initially? That's something that will lead you to know more concerning the world, journey, some locations, past history, entertainment, and also more? It is your very own time to proceed reviewing habit. Among the e-books you could delight in now is Symbol By Steven Bateman, Angus Hyland below.

About the Author

Angus Hyland is a graduate of the RCA and a partner at Pentagram Design London. In 2001 Hyland was the co-curator with Roanne Bell of "Picture This", a British Council exhibition featuring the work of London illustrators.

Steven Bateman is a freelance writer who has worked with some of the UK's leading design agencies. A regular contributor to Grafik magazine, he also writes for ISTD Condensed, Nico, and Varoom.

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The book features over 1300 symbols, organized into groups and sub-groups according to their visual characteristics. Each category includes a short introduction, with expanded captions providing information on who the symbol was designed for, who designed it, when, and where appropriate, what the symbol stands for. These sections are interspersed with short case studies on both classic examples of symbols still in use, and exceptional examples of recently designed symbols.

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28 of 29 people found the following review helpful.

Simplicity, neutrality, clarity, wit and a bit of playfulness = a great commercial symbol

By Robin

Put logo, trademark or symbol into Amazon search and you'll come up with a few hundred books that cover every aspect of the subject, from how to design them to copyright problems. The subject is now a staple in the design publishers catalog. Hyland and Bateman's book is a notch above most because they've stripped the subject down to the basics and look at symbols only, so there are no typographic and image marks like UPS; Dole; MetLife; Exxon or Coca Cola, for example.

The 1300 symbols in the book are divided into two sections: Abstract and Representational. These are subdivided into categories like stripes (fifteen examples) arrows (twenty-five) radiating/circular (twenty-three) sun (fourteen) birds (thirty-two) or hearts (twenty-two). I thought the Representational pages the most fascinating because designers have to use a familiar object and change it into a unique version for a company so it will be recognizable anywhere. Anything that has a curve to it (bird, heart, eye) seems to encourage

designers to create some wonderful company brandmarks.

Scattered through the pages are some case histories (over two or three pages) where there is a closer look at selected company marks. These are the only pages that use color. All the symbols have credits for company, country, designer, date and a brief description of what the design is for.

There are a few hundred names, from around the world, in the designer index and Pentagram gets the most inclusions with sixty-two symbols, Chermayeff & Geismar get thirty-six and Karol Silwka (from Poland) gets thirty-one. Oddly the great designer Saul Bass only has one entry and Herb Lubalin none, I suppose because he was essentially a type man. There is a company and sector index also.

The book is a nice clean production with a maximum of nine images to a page. My only criticism is that the paper is a rather thick which makes the book a bit unwieldy while handling it. I think this is a worthwhile buy for design professionals and students.

13 of 13 people found the following review helpful.

Content five, binding zero

By Luigi Facotti

As reviewed in the WSJ, this is a very welcome addition to the field of logo design. One can quibble that some of the leading French, German and Swiss designers are not covered in greater detail - book seems very UK centric especially in the color spreads for the Underground, BOAC, etc.

The manufacture of the book is not so great (printed in China of course - whatever happened to the printing presses of the Western world?), binding fell apart 6 days outside the Amazon return date - not cheap and poorly assembled. Check your copy carefully if you decide to buy this.

1 of 1 people found the following review helpful.

A Must-Have in any Logo-Design Library

By R. Burr

Exactly what I was looking for, with ample references taken from around the world and divided into categories, and printed on heavy paper. Beautiful for idea stimulation. The only thing i would change would be to make the book physically taller and wider so it could be opened and examined without having to physically hold it open.

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