



THE BIG BOOK OF LOGOS

DAVID E. CARTER
SUZANNA MW STEPHENS

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Edited by
DAVID E. CARTER
SUZANNA MW STEPHENS



COLLINS | DESIGN

An Imprint of HarperCollins Publishers



THE BIG BOOK OF LOGOS 5
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Anthony & Suzanna Stephens

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Printed in China by Everbest Printing Company.

First Printing, 2007

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The Interview: David E. Carter and more

Interviewer: Hello, readers! Here we are at the beachfront condominium of David E. Carter, noted authority on corporate branding, logos, and graphic design. Let's see if he's at home. *(knocking sounds)*

Voice from behind door: Yes?

Interviewer: I'm looking for David E. Carter, noted authority on corporate branding, logos an...

Voice from behind door: He's not here; he's at the beach walking the dog. Or vice versa.

(five minutes later on the beach)



Interviewer: Mr. Carter? Could I ask you a few questions for your latest book?

Carter: Sure. Just don't slow us down. Gotta couple of miles to go.

Interviewer: So exactly how many books have you done so far?

Carter: I dunno exactly. I lost count at 110.

Interviewer: A hundred-and-ten?? You're kidding!!

Carter: Math was never my strong point.

Interviewer: I mean—110 books. That's a lot.

Carter: Well, I started back in 1972.

Interviewer: *(incredulously)* You must have been a small child when you did your first book.

Carter: I was still in my 20s.

Interviewer: The publisher told me that this **Big Book of Logos 5** is very unique.

Carter: That's redundant—"very unique." But yes, this book is unique. It's the first one that has two names on the cover, not just mine.

Interviewer: I noticed that. So who's Suzanna MW Stephens? And why does she have two middle initials?

Carter: "Who IS she?" She's been the book designer for nearly every book I have done since 1996. I think that amounts to about 60 books we have done together. And now her name is on the cover along with mine.

Interviewer: *(baffled)* Why would you want to share the spotlight like that?

Carter: The day is coming when hers will be the only name there. I want to give the book buyers a chance to realize just who she is before that happens.

Interviewer: *(apprehensively)* Have you been... diagnosed...with something...?

Carter: *(laughing)* That's what she asked when I told her. No! I've been producing books for 35 years. A couple of years ago, I moved to Florida after spending my entire career in Kentucky. Now that I'm in Florida full time, I have discovered that I'd rather spend my time walking on the beach and riding my bicycle than producing a new book every two months.

Interviewer: So you're actually planning on turning into a "beach bum?"

Carter: How about a "well-tanned beach bum?"

Interviewer: So, what does this mean for the graphics books you've been doing for 35 years?

Carter: My name will be on the cover—along with Suzanna's—just long enough for the book buyers of the world to know that she's going to produce books with the same level of quality they have come to expect from me. And then, sometime soon, her name will be on the cover all alone.

Interviewer: I can't imagine you doing nothing but working on your tan.

Carter: I'll keep busy. I once did a lot of work in TV. I'm doing some fun TV projects now (See [www. SanibelFilmSchool.com](http://www.SanibelFilmSchool.com).) Who knows? Now that I'm in Florida, I may do something like **Golden Girls Gone Wild** (*Carter smiles, tongue firmly in cheek*). But here's Suzanna. You'll probably want to ask her a few questions.

Interviewer: So your name is on the cover of Carter's books now! Same size type as his.

Stephens: No. Not the same size. Dave had wanted to do that, but it wasn't...allowed.

Interviewer: Wasn't allowed?

Stephens: Next question.

Interviewer: Okay. Why do you have two middle initials and what do they stand for?

Stephens: They stand for...

Carter: *(interrupting)* They stand for "My Way." Next question.

Interviewer: Were you surprised when Mr. Carter said that having your name on the cover of this book was just the first step toward his becoming a "well-tanned beach bum?"

Stephens: Surprised? I was shocked! The last time he told me about his long-term plan, he said that after his demise he wanted to be propped in a corner of his office, like **Weekend at Bernie's**, and let his estate collect book royalties forever. My response was "What do you think we're doing now?" He didn't seem to think it was funny, but I laughed enough for both of us.

Interviewer: Will book buyers notice any difference when it's just your name on the cover?

Stephens: They're a very astute group. I'm sure they'll notice the difference between two names and one.

Interviewer: That wasn't exactly what I meant.

Stephens: From a visual standpoint?

Interviewer: Yes.

Stephens: From a visual standpoint then. I've been designing nearly all of Dave's books, though not necessarily the covers, for a long time—eleven years or so.

Interviewer: *(incredulously)* Eleven years! You must have been a small child when you did your first book.

Stephens: As Dave likes to say about our first meeting, "She was in her 30s, but she looked like a 25-year old who'd had a really bad night's sleep."

Interviewer: *(contrite)* Oh.

Stephens: ANYWAY, I'd like to think I'll continue on a professional level that's equivalent to Dave's but now have the opportunity to actually make a decis...

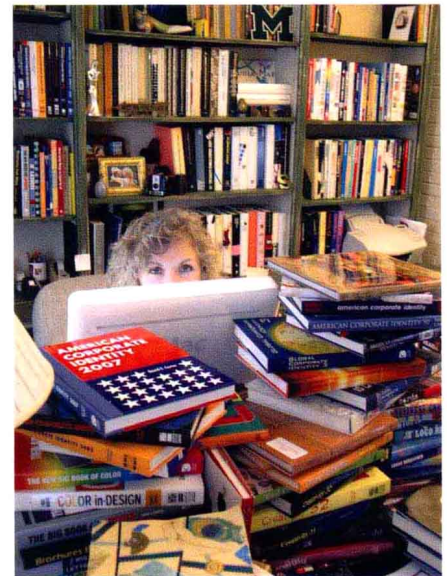
Carter: *(interrupting)* She is a very talented individual. She's a gifted

writer as well as designer and I think people who have been buying my books for all these years will quickly realize that the quality of books with her name on the cover will be just as high as the ones I have been producing. Maybe even better. Don't

forget that name—Suzanna MW Stephens.

Stephens: Gosh, Dave, that's very nice. Thanks! If I'd known you thought that highly of me all these years, I would've hit you up for a raise.

Carter: Next question.





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|-------|-------------|---------------------------------|-------|-----------|--|
| 1 | Design Firm | SkiCreative | 5, 6. | Client | Noble Group Limited |
| 2 | Design Firm | WGTE Public Broadcasting | | Designer | Colin Tillyer |
| 3 - 6 | Design Firm | Graphicat Limited | 7. | Client | Simplynu™ |
| 7 | Design Firm | Twintandem LLC | | Designers | Sanver Kanidinc,
Elena Ruano Kanidinc |
| 1. | Client | Eclipse Salon & Day Spa | | | |
| | Designer | Chris Sniegowski | | | |
| 2. | Client | Aeon Education | | | |
| | Designer | Alex Chandler Jr. | | | |
| 3. | Client | JC Holdings Limited | | | |
| | Designer | Colin Tillyer | | | |
| 4. | Client | Mandarin Shipping Limited | | | |
| | Designer | Colin Tillyer | | | |



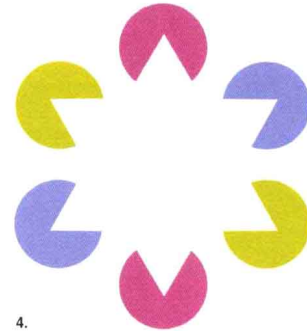
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thevillages
OF OLD TOWN

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BARRETT ELLMAN STODDARD
Capital Partners

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INTELLIGENCE AND
NATIONAL SECURITY
ALLIANCE

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Design Firm **Beth Singer Design, LLC**

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Design Firm **Sightline Marketing**

1.

Client American Israel Public Affairs
Committee National Summit 2006
Designer Suheun Yu

2.

Client Cable in the Classroom
Designers Chris Hoch, Sucha Snidvongs

3.

Client Partnership for Jewish Life
and Learning
Designer Sucha Snidvongs

4.

Client TCI
Designers Sucha Snidvongs, Chris Hoch

5.

Client Ocean Atlantic
Designer Emily Wilson

6.

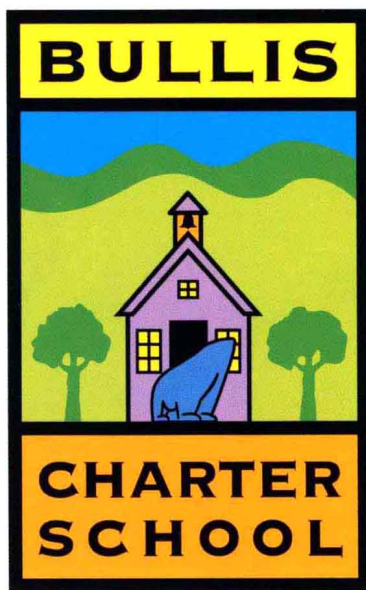
Client BES Capital Partners
Designers Samantha Guerry, Kate Stoddard,
Anthony Begnoche

7.

Client Intelligence and National
Security Alliance
Designer Clay Marshall

(opposite)

Design Firm **Alexander Atkins Design, Inc.**
Client Bullis Charter School
Designer Alexander Atkins





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Jeff Fisher & Ed Cunningham

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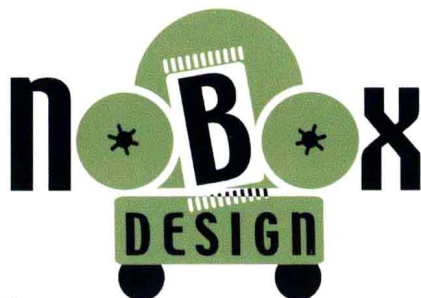
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Design Firm **Jeff Fisher LogoMotives**

- | | | | | | |
|----|-----------|---|-----|-----------|---|
| 1. | Client | Association for Responsible Inner Eastside Neighborhood Development | 8. | Client | Four Rivers Community School |
| | Designer | Jeff Fisher | | Designer | Jeff Fisher |
| 2. | Client | Balaboosta Delicatessen | 9. | Client | I Do/Same—Sex Marriage Campaign |
| | Designer | Jeff Fisher | | Designer | Jeff Fisher |
| 3. | Client | Bella Terra Landscape Designs | 10. | Client | Long-Distance Designer Presentation/HOW Design Conference |
| | Designer | Jeff Fisher | | Designer | Jeff Fisher |
| 4. | Client | Benicia Historical Museum | 11. | Client | Mike Verbout, Community Resultant |
| | Designers | Jeff Fisher, Sue Fisher | | Designer | Jeff Fisher |
| 5. | Client | DiversityBuilder.com | 12. | Client | Holland+Knight Charitable Foundation, Inc. |
| | Designer | Jeff Fisher | | Designer | Jeff Fisher |
| 6. | Client | Emerge Medical Spa at Bridgeport | 13. | Client | City of Portland/Office of Neighborhood Involvement |
| | Designer | Jeff Fisher | | Designer | Jeff Fisher |
| 7. | Client | Jeff Fisher/Ed Cunningham Wedding | 14. | Client | Just Out Newsmagazine |
| | Designer | Jeff Fisher | | Designers | Jeff Fisher, Marty Davis |
| | | | 15. | Client | NoBox Design |
| | | | | Designer | Jeff Fisher |



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Design Firm **Jeff Fisher LogoMotives**

1. Client North Portland Business Association
Designer Jeff Fisher

2. Client North Portland Pride/
University Park United
Methodist Church
Designer Jeff Fisher

3. Client Our House of Portland
Designer Jeff Fisher

4. Client The Parenting Alliance
Designer Jeff Fisher

5. Client Portsmouth Neighborhood
Association
Designer Jeff Fisher

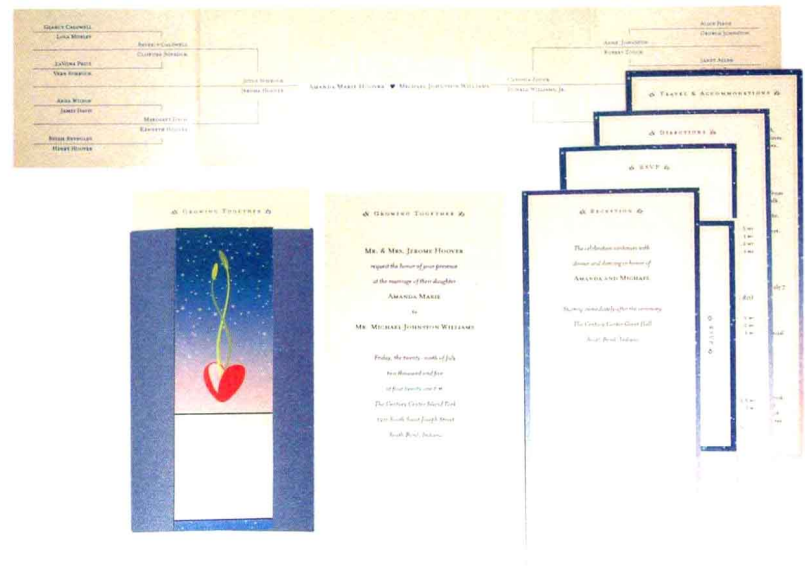
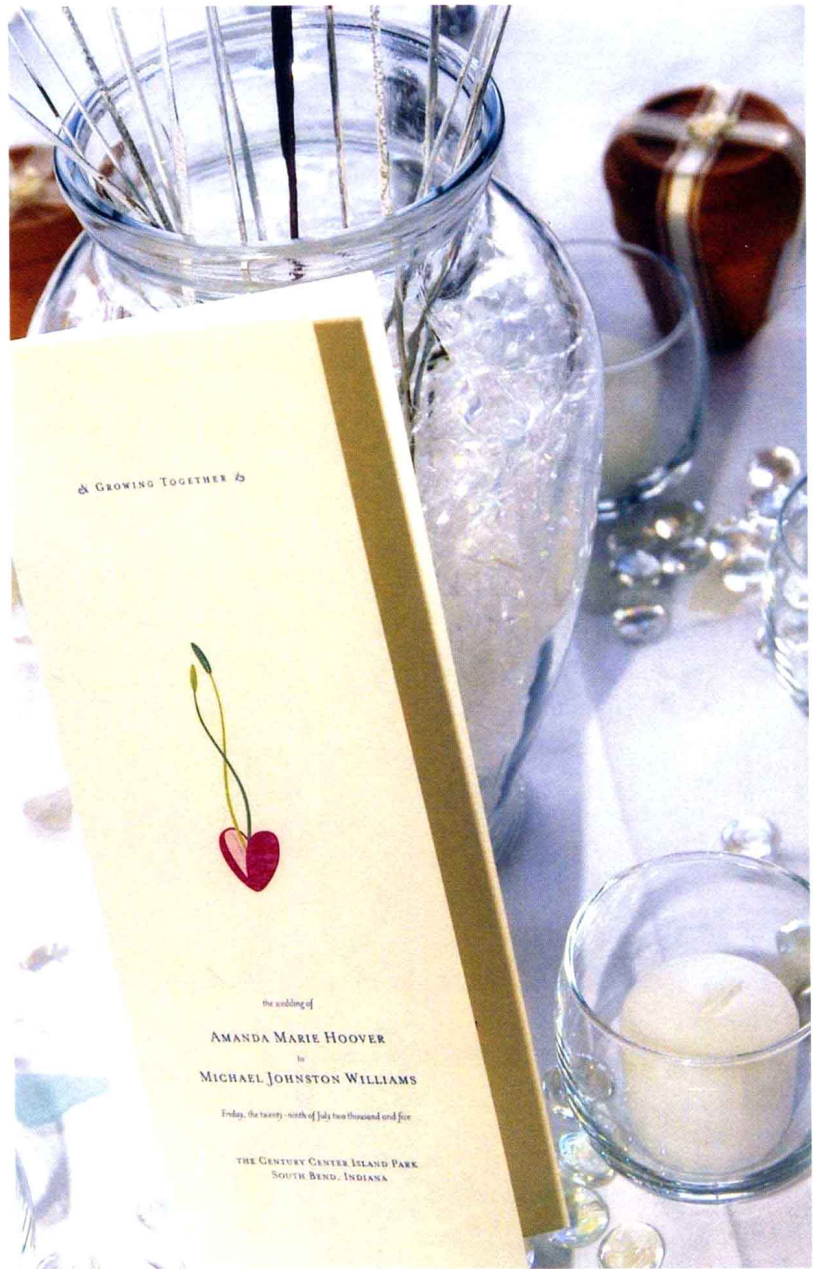
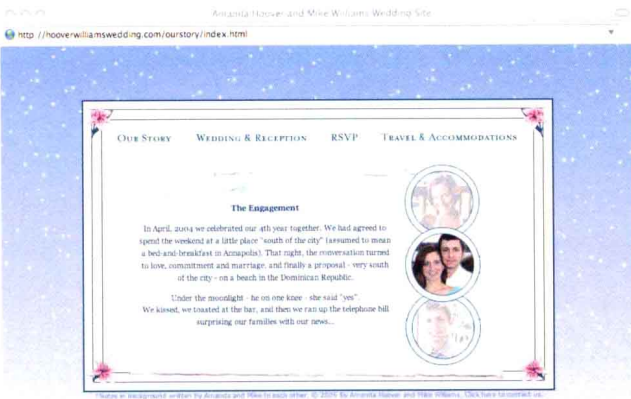
6.

Client Reed College/Fall Thesis 2004
Designer Jeff Fisher

7. Client Reed College/Fall Thesis 2005
Designer Jeff Fisher

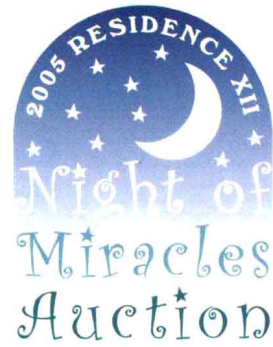
(opposite) Design Firm **FutureBrand**

Client Amanda Hoover, Mike Williams
Designer Mike Williams





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PRESENTED BY HOLY TRINITY PHILOPTOCHOS

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Design Firm **Jeff Fisher LogoMotives**

1, 2.
Client Residence XII
Designer Jeff Fisher

3.
Client Holy Trinity Philoptochos
Designer Jeff Fisher

4.
Client Thomas Fallon, Architect
Designer Jeff Fisher

5.
Client George Fox University / Tilikum
Center for Retreats & Outdoor
Ministries
Designer Jeff Fisher

6.
Client Building Letters Three
Designer Jeff Fisher

7.
Client Twisted Elegance Interactive
Designer Jeff Fisher

(opposite)
Design Firm **Hornall Anderson
Design Works LLC**

Client Eos Airlines
Designers Jack Anderson, Mark Popich,
David Bates, Andrew Wicklund,
Leo Raymundo, Jacob Carter,
Yuri Shvets