

The



BIG

David E. Carter  
editor

BOOK

of

LOGOS





The **NEW** **BIG**  
**BOOK** of  
**LOGOS**

David E. Carter  
editor

book design  
Suzanna M.W.

layout & production  
Graham Allen  
Christa Carter

## The New Big Book of Logos

First published in 2000 by HBI,  
an imprint of HarperCollins Publishers  
10 East 53rd Street  
New York, NY 10022-5299

ISBN: 0688-17890-1

Distributed in the U.S. and Canada by  
Watson-Guptill Publications  
1515 Broadway  
New York, NY 10036  
Tel: (800) 451-1741  
(732) 363-4511 in NJ, AK, HI  
Fax: (732) 363-0338

Distributed throughout the rest of the world by  
HarperCollins International  
10 East 53rd Street  
New York, NY 10022-5299  
Fax: (212) 207-7654

First published in Germany by Nippan  
Nippon Shuppan Hanbai  
Deutschland GmbH  
Krefelder Strasse 85  
D-40549 Dusseldorf  
Tel: (0211) 5048089  
Fax: (0211) 5049326  
nippan@t-online.de

ISBN: 3-931884-71-6

©Copyright 2000 HBI and David E. Carter

All rights reserved. No part of this book may be reproduced  
in any form or by an electronic or mechanical means,  
including information storage and retrieval systems, without  
permission in writing from the copyright owners, except by a  
reviewer who may quote brief passages in a review.

All images in this book have been reproduced with the  
knowledge and prior consent of the individuals concerned.  
No responsibility is accepted by producer, publisher, or  
printer for any infringement of copyright or otherwise  
arising from the contents of this publication. Every effort  
has been made to ensure that credits accurately comply with  
information supplied.

Printed in Hong Kong by Everbest Printing Company  
through Four Colour Imports, Louisville, Kentucky.

The **NEW** **BIG**  
**BOOK** of  
**LOGOS**

David E. Carter  
editor

book design  
Suzanna M.W.

layout & production  
Graham Allen  
Christa Carter



## The New Big Book of Logos

First published in 2000 by HBI,  
an imprint of HarperCollins Publishers  
10 East 53rd Street  
New York, NY 10022-5299

ISBN: 0688-17890-1

Distributed in the U.S. and Canada by  
Watson-Guptill Publications  
1515 Broadway  
New York, NY 10036  
Tel: (800) 451-1741  
(732) 363-4511 in NJ, AK, HI  
Fax: (732) 363-0338

Distributed throughout the rest of the world by  
HarperCollins International  
10 East 53rd Street  
New York, NY 10022-5299  
Fax: (212) 207-7654

First published in Germany by Nippan  
Nippon Shuppan Hanbai  
Deutschland GmbH  
Krefelder Strasse 85  
D-40549 Dusseldorf  
Tel: (0211) 5048089  
Fax: (0211) 5049326  
nippan@t-online.de

ISBN: 3-931884-71-6

©Copyright 2000 HBI and David E. Carter

All rights reserved. No part of this book may be reproduced  
in any form or by an electronic or mechanical means,  
including information storage and retrieval systems, without  
permission in writing from the copyright owners, except by a  
reviewer who may quote brief passages in a review.

All images in this book have been reproduced with the  
knowledge and prior consent of the individuals concerned.  
No responsibility is accepted by producer, publisher, or  
printer for any infringement of copyright or otherwise  
arising from the contents of this publication. Every effort  
has been made to ensure that credits accurately comply with  
information supplied.

Printed in Hong Kong by Everbest Printing Company  
through Four Colour Imports, Louisville, Kentucky.

Once upon a time, there was a big book.

A **Big Book of Logos**. It became a major seller. Well, not by John Grisham or Stephen King standards, but in the world of graphics, it was huge. It actually cracked the circle of the top 3% of ALL books sold on Amazon.com.

Graphic designers really, really liked this book. And when a book is that successful, **you know what happens:** a sequel.

So, the publishers huffed, and they puffed, and they convinced David Carter to do another Big Book of Logos. (He wanted to call the book “Green Eggs and Ham”, but that title was already taken.) **THIS is THAT book.**

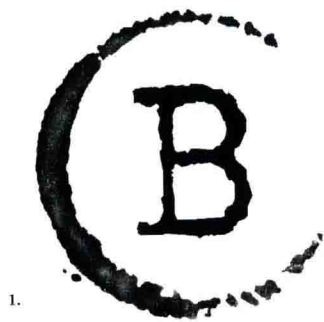
And, oh yes, they reminded him that this sequel had to be just as good as—or better than—the original. Someone said something about “an offer you can’t turn down.”

We listened carefully, and selected about 2,500 outstanding logos that had been designed in the last three years. And, once again, **The NEW Big Book of Logos** will go into the design world and say “We’ve done it again.”

This book, combined with its predecessor, contains well over 5,000 great logo designs. This may be one of the best sources of logo design ideas ever assembled. (Or maybe not. That’s for you to judge. But we think you’ll find this great collection to be inspirational.)

To paraphrase W.P. Kinsella, “Publish it and they will buy.”

*David E. Carter*





SAVIshopper.com

9.

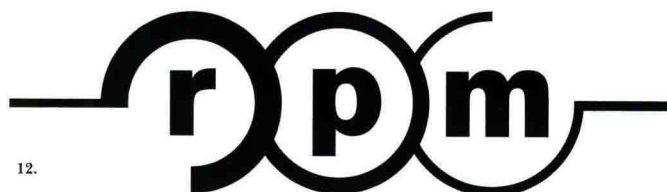
STEWART CAPITAL MANAGEMENT



10.

innoVentry™

11.



12.



13.

healthshop.com

14.



15.

(all)

**Design Firm Hornall Anderson Design Works**

1. Client	Best Cellars	8. Client	grapefinds
Designers	Jack Anderson, Lisa Cerveny, Jana Wilson Esser, David Bates, & Nicole Bloss	Designers	Jack Anderson, Lisa Cerveny, Gretchen Cook, Jana Wilson Esser, & Mary Chin Hutchison
2. Client	(PGP) Pretty Good Privacy	9. Client	SaviShopper.com
Designers	Jack Anderson, Debra McCloskey, Michael Brugman, Heidi Favour, Jana Wilson Esser, & Katha Dalton	Designers	Jack Anderson, Ryan Wilkerson, Naomi Davidson & Margaret Long
3. Client	Avenue A	10. Client	Stewart Capital Management
Designers	Jack Anderson, Debra McCloskey, Tobi Brown, Henry Yiu, James Tee, & Gretchen Cook	Designers	Jack Anderson, Debra McCloskey, David Bates, & Lisa Cerveny
4. Client	Alta Beverage Company	11. Client	Wells Fargo "innoVentry"
Designers	Jack Anderson, Larry Anderson, & Julie Keenan	Designers	Jack Anderson, Kathy Saito, Sonja Max, & Alan Copeland
5. Client	Wells Fargo "Atreva"	12. Client	(RPM) Wells Fargo
Designers	Jack Anderson, Kathy Saito, Alan Copeland, Cliff Chung, & Chris Sallquist	Designers	Jack Anderson, Kathy Saito, Sonja Max, & Alan Copeland
6. Client	Charter Communications	13. Client	MC²
Designers	Jack Anderson, Lisa Cerveny, Jana Wilson Esser, Mike Calkins, David Bates, Julia LaPine, & Sonja Max	Designers	Jack Anderson & Margaret Long
7. Client	Blue Nile	14. Client	Healthshop.com
Designers	Jack Anderson, Bruce Stigler, Gretchen Cook, Henry Yiu, & Sonja Max	Designers	Jack Anderson, Mary Hermes, Mike Calkins, David Bates, & Holly Finlayson
		15. Client	K2 Corporation
		Designers	Jack Anderson, Andrew Smith, Taro Sakita, & Mary Chin Hutchison





1.



2.



3.



OUTDOOR SERVICES

4.



5.

BroadStream

6.



V A R N A  
P L A T I N U M

7.

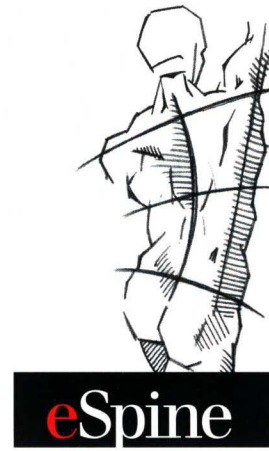


MORPHEUS  
MUSIC

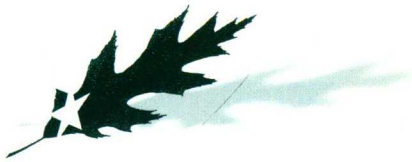
8.



9.



10.



TRADITION BANK

11.



12.



13.



14.



15.

1	Design Firm	Sayles Graphic Design	7. Client	Varna Platinum
2 - 10	Design Firm	Glyphix Studio	Designer	Brad Wilder
11 - 15	Design Firm	The Focus Group	8. Client	Morpheus Music
			Designer	Brad Wilder
1. Client	Phil Goode Grocery	9. Client	City of Los Angeles	
Designer	John Sayles	Designer	Brad Wilder	
2. Client	The Jewish Federation/ Valley Alliance	10. Client	eSpine	
Designer	Paul Ruetters	Designers	Eric Sena & Brad Wilder	
3. Client	USA Loan	11. Client	Tradition Bank	
Designer	Brad Wilder	Designer	Kirk Davis	
4. Client	Outdoor Services	12. Client	TeleCheck	
Designer	Brad Wilder	Designers	Dan Feder & Kelly Johnson	
5. Client	HotBrowse	13. Client	Loomis, Fargo & Co.	
Designer	Brad Wilder	Designer	Kirk Davis	
6. Client	Broadstream	14. Client	Houston Postal Credit Union	
Designer	Brad Wilder	Designer	Kelly Johnson	
		15. Client	Solvay Polymers	
		Designer	Kelly Johnson	



1.



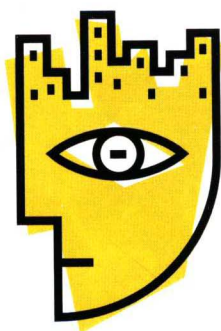
2.



3.

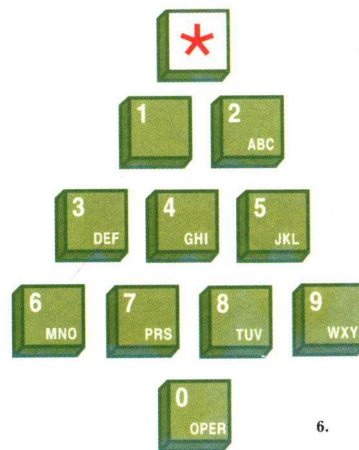


4.

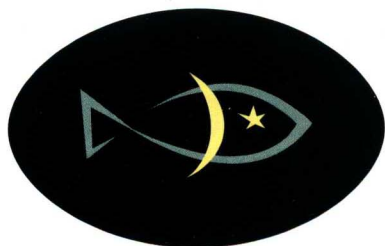


5.

DEEP ELLUM



6.



7.

1 - 7

Design Firm Squires & Company

- |           |  |
|-----------|--|
| 1. Client | Uptown Run, Annual 5K, 10K Run           |
| Designer  | Christie Grotheim                        |
| 2. Client | DECA Art Gallery Featuring Local Artists |
| Designer  | Christie Grotheim                        |
| 3. Client | Deep Ellum Dash '97 10K Fun Run          |
| Designer  | Paul Black                               |
| 4. Client | Aqua Star, Pools and Spa                 |
| Designer  | Paul Black                               |

- |           |  |
|-----------|--|
| 5. Client | Deep Ellum Association An Historic Industrial Area of Dallas |
| Designer  | Paul Black   |

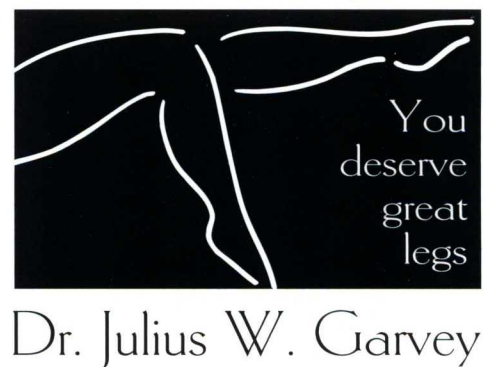
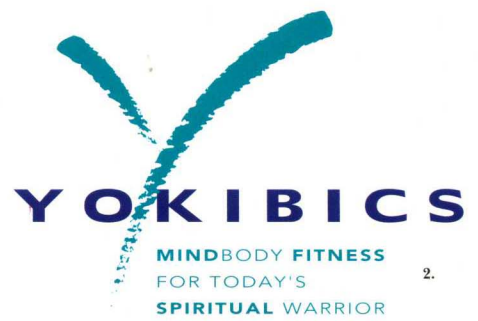
- |           |                                  |
|-----------|----------------------------------|
| 6. Client | CommuniGroup                     |
| Designers | Amy Chang & Brandon Murphy       |
| 7. Client | Sushi Nights, Restaurant and Bar |
| Designer  | Christie Grotheim                |

(opposite)  
Design Firm Dixon & Parcels Associates, Inc.

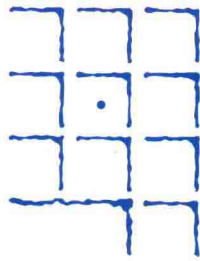
Client Eggland's Best, Inc.











9. mark d. bennett, cpa



WILSON  
COMMUNICATIONS  
INTEGRATED TELEPHONE SOLUTIONS

10.



11.



12.



13.



14.



15. TAMBAR

1 - 8

Design Firm Guarino Graphics  
& Design Studio

9 - 15

Design Firm Graphic Technologies

1. Client Designer Cyberlibrarians.com  
Jan Guarino

2. Client Designer Yokibics  
Jan Guarino

3. Client Designer Power Travel  
Jan Guarino

4. Client Designer Kitchens by Design  
Jan Guarino

5. Client Designer Soul•Mind•Body•Heart  
Jan Guarino

6. Client Designer Earth Medicine  
Jan Guarino

7. Client Designer Heather  
Jan Guarino

8. Client Designer Dr. Julius Garvey  
Jan Guarino

9. Client Designer Mark Bennett, CPA  
Gary Thompson

10. Client Designer Wilson Communications  
Gary Thompson

11. Client Designer Advanced Training Solutions  
Gary Thompson

12. Client Designer Transpro  
Gary Thompson

13. Client Designer Remmy's  
Gary Thompson

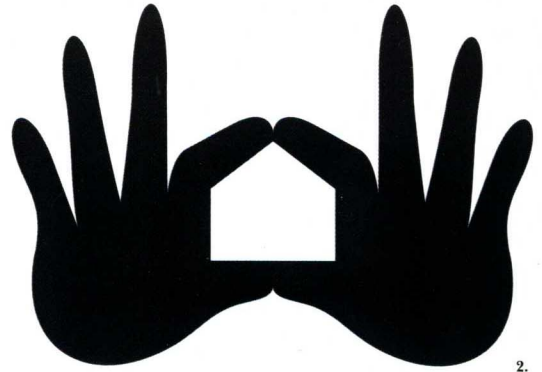
14. Client Designer Nisqually  
Gary Thompson

15. Client Designer Tambar  
Gary Thompson





1.



2.



3.



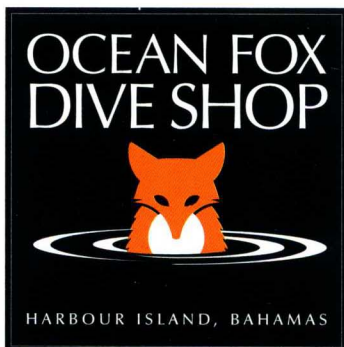
4.



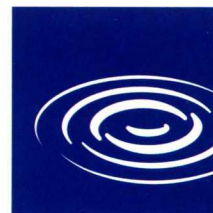
5.



6.



7.



8.

eventra



9.



10.



11.



12.



13.

NETWORK



SOCIETY™

14.



THE RIDGE  
COMMUNITY CHURCH

15.

1 - 8

Design Firm Tom Fowler, Inc.

9, 12, 14

Design Firm Edmonds Design

10, 11, 13

Design Firm Fuse, Inc.

15

Design Firm Graphic Technologies

- |           |  |
|-----------|--|
| 1. Client | Ross Products Division/<br>Abbott Laboratories |
| Designer  | Thomas G. Fowler                               |
| 2. Client | St. Luke's LifeWorks                           |
| Designer  | Karl S. Maruyama                               |
| 3. Client | Reynolds and Rose                              |
| Designer  | Karl S. Maruyama                               |
| 4. Client | United Methodist Homes                         |
| Designers | Thomas G. Fowler<br>& Karl S. Maruyama         |
| 5. Client | Haute Decor.com                                |
| Designers | Thomas G. Fowler<br>& Elizabeth P. Ball        |
| 6. Client | IBC  |
| Designer  | Elizabeth P. Ball                              |

- |            |                            |
|------------|----------------------------|
| 7. Client  | Ocean Fox Dive Shop        |
| Designer   | Thomas G. Fowler           |
| 8. Client  | Eventra                    |
| Designer   | Karl S. Maruyama           |
| 9. Client  | Network Computing Magazine |
| Designer   | Nancy Edmonds              |
| 10. Client | Fuse, Inc.                 |
| Designer   | Russell Pierce             |
| 11. Client | PairGain—StarGazer         |
| Designer   | Russell Pierce             |
| 12. Client | Mac Publishing/MacWorld    |
| Designer   | Nancy Edmonds              |
| 13. Client | Joe Photo                  |
| Designer   | Russell Pierce             |
| 14. Client | Network Computing Magazine |
| Designer   | Nancy Edmonds              |
| 15. Client | The Ridge Community Church |
| Designer   | Gary Thompson              |



1.



2.



3.



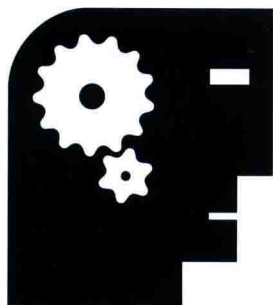
4.



5.



6.



7.

1 Design Firm Tom Fowler, Inc.

2 - 6 Design Firm Fuse, Inc.

7 Design Firm Squires & Company

1. Client Chesebrough-Pond's USA Co  
Designer Elizabeth P. Ball

2. Client DirectFit  
Designers Matthew Stainner  
& Mike Esperanza

3. Client Centricity  
Designer Russell Pierce

4. Client PairGain  
Designer Mike Esperanza

5. Client Taco Bell—Nothing Ordinary,  
About It  
Designer Russell Pierce

6. Client Yamaha Corporation of America  
Designer Kristi Kamei

7. Client I Think, Inc.  
Designers Clark Bystrom & Paul Black

(opposite)  
Design Firm Miriello Grafico Inc.

Client Eastpack  
Designer Ron Miriello