



# Logo Mondo

*Hitoshi Nagasawa*

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# Logo Mondo

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**Logo Mondo** Hitoshi Nagasawa

**An essential, must-have reference and idea book for any designer or design student.**

This is a replete, typography and logo collection, reflecting today's urban aesthetic. The collection is a tour de force, brimming with individuality and selected from thousands of entries submitted from hundreds of designers worldwide. The content is divided into categories, including typographic, icons, and illustrations, and further classified into categories, like Hip-Hop, Neo-Baroque, kanji, kana, psychedelic, 60s to 70s, corporate, erotic, and other distinct groups. This book features more than 1,000 works and is not only an idea source book, but also is comprehensive in its coverage of typography and design fonts.

- Designers featured are from 18 different countries including, Japan, USA, Sweden, Hungary, Germany, Turkey, UK, Austria, Italy, Denmark, Switzerland, Hong Kong, The Netherlands, Ireland, France, Lebanon, Brazil, and Russia
- Contains chapter written by Art Director Hitoshi Nagasawa, tracing the development of modern typography and design from the Bauhaus in the 1920s to today

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