



## TITLE INFORMATION

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Design By Thinking

Thinking trademarks,  
symbols and logotypes

Ken Cato

# Thinking Trademarks, Symbols and Logotypes

Ken Cato

<b>ISBN</b>	9781864706666
<b>Publisher</b>	The Images Publishing Group
<b>Binding</b>	Hardback
<b>Size</b>	210 cm x 148 cm
<b>Pages</b>	128 Pages
<b>Illustrations</b>	200 color, b&w
<b>Price</b>	£16.50



- Beautifully packaged and designed, and richly illustrated with insightful commentary from an international body of peers, this book harnesses the thinking and philosophies behind some of the world's most influential symbols, trademarks and logotypes used in the commercial industries today
- This volume is compiled by the eminent Dr Kenneth W Cato AO, an Australian designer with an international reputation and who has been awarded numerous accolades for his work in brand management and design
- As the founding member of the world's largest design conference in 1991, Ken Cato helped establish the agIdeas International Design Week, which attracts annually over 4,500 young designers and over 40 speakers from around the world, making this title able to reach an extraordinary and wide-ranging market
- This book is a superb reference title for those in the design industries, advertising, corporate and education fields

This volume profiles 150 trademarks, symbols and logotypes from around the world giving examples in nine categories of origin. Showcased with detailed images and rich, photographic detail, this unique guide illustrates examples from marques based on alphabetical forms, human forms, cultural connections, natural resources, flora and fauna, known forms, built forms, abstract forms and word marks. Also available: *Beyond the Symbol: Thoughts on a Broader Visual Language* ISBN 9781864706673 *One Hundred Thoughts About Corporate and Brand* ISBN 9781864706659 *Recognise Me* ISBN 9781864706642

Dr Kenneth W Cato AO is an Australian designer with an international reputation. He is Chairman of Cato Brand Partners, established in Melbourne in 1970 and with partner offices in 20 cities across the globe. As a graphic designer, his work has earned him an international reputation and encompasses all facets of corporate and brand management and design. He has won numerous international and Australian design awards, and his work is represented in museums and galleries throughout the world. He is a long-standing member of Alliance Graphic Internationale and is a past AGI President (1997-2000). The world's largest student design conference was founded by Ken Cato in 1991; agIdeas International Design Week now attracts annually over 4,500 young designers and over 40 speakers from around the World. Ken is also an acclaimed author and has written numerous books. Major design publications include three editions of *First Choice* published in 1989, 1996 and 2003. *GD 3D - Graphic Design in the Third Dimension*, *Design for Business*, *Cato Design+*, *Design By Thinking*, *Cato Partners* and the recently released *Experiences*, presenting the company's philosophy and a selection of projects. The publication about Ken, *Ken Cato: The Dimensions of Design* forms part of the International Graphic Design Series published by Images Publishing, 2002.