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The Big Book of Logos was the one-stop source. Now, the New Big Book of Logos adds to the great collection that was included in the original book. Editor David Carter has chosen more than 2,500 new logo designs that will show you the most recent design techniques in use from some of the best creatives from all over the United States.

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more than 500 firms
across the United
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Question: "What is the
Logos?" Answer: Logos
is the Greek term
translated as "word,"
"speech," "principle,"
or "thought." In Greek
philosophy, it also
referred to a universal,
divine reason or the
mind of God. In the

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New Testament, the Gospel of John begins, "In the beginning was the Word, and the Word was with God, and the Word was God.

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and minds of
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memorable logo can be
the difference between
success and failure of a
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