



American Trademark Designs (Dover Pictorial Archive S)

By Barbara Baer Capitman

Download now

Read Online ➔

American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman

This collection of 732 American trademarks and symbols is widely representative of major past and current trends in American trademark design. The marks are arranged in categories that include entertainment, education, real estate, insurance, food and beverage, retailing, transportation, utilities, heavy industry, and others, and are chosen from local and internationally known examples. Reprinted in black-and-white, the marks appear here in their standard form on signs, letterheads, book bindings, T-shirts, sugar bags, household appliances, bank checks, drinking cups, coasters, screened commercials and printed ads, ashtrays, clothing labels, shopping bags, awnings, and so on. For several current trademarks, earlier versions are also illustrated and dated, tracing trademark genealogies of possible interest both as history and design. Captions identify the trademarks, giving year of design, and, when known, the name of the designer. The editor in her introduction describes the development of American trademarks from Ralston Purina's homespun "checkerboard square" to the Cities Service corporate "triangle." Notes on the specialized uses and requirements of various kinds of marks introduce each section.

This is a remarkable sourcebook for graphic artists, students, and commercial designers. Social psychologists, market researchers, and others interested in group behavior may find it the starting point of ideas and experiments. This book also has a curious fascination as browsing, illustrating at a glance how familiar, memorable, and widespread trademarks seem to be.

↓ [Download American Trademark Designs \(Dover Pictorial Archiv ...pdf](#)

📖 [Read Online American Trademark Designs \(Dover Pictorial Arch ...pdf](#)

American Trademark Designs (Dover Pictorial Archive S)

By Barbara Baer Capitman

American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman

This collection of 732 American trademarks and symbols is widely representative of major past and current trends in American trademark design. The marks are arranged in categories that include entertainment, education, real estate, insurance, food and beverage, retailing, transportation, utilities, heavy industry, and others, and are chosen from local and internationally known examples.

Reprinted in black-and-white, the marks appear here in their standard form on signs, letterheads, book bindings, T-shirts, sugar bags, household appliances, bank checks, drinking cups, coasters, screened commercials and printed ads, ashtrays, clothing labels, shopping bags, awnings, and so on. For several current trademarks, earlier versions are also illustrated and dated, tracing trademark genealogies of possible interest both as history and design. Captions identify the trademarks, giving year of design, and, when known, the name of the designer. The editor in her introduction describes the development of American trademarks from Ralston Purina's homespun "checkerboard square" to the Cities Service corporate "triangle." Notes on the specialized uses and requirements of various kinds of marks introduce each section.

This is a remarkable sourcebook for graphic artists, students, and commercial designers. Social psychologists, market researchers, and others interested in group behavior may find it the starting point of ideas and experiments. This book also has a curious fascination as browsing, illustrating at a glance how familiar, memorable, and widespread trademarks seem to be.

American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman Bibliography

- Sales Rank: #188637 in Books
- Published on: 1976-06-01
- Released on: 1976-06-01
- Original language: English
- Number of items: 1
- Dimensions: 10.97" h x .46" w x 8.38" l, 1.11 pounds
- Binding: Paperback
- 176 pages

 [Download American Trademark Designs \(Dover Pictorial Archiv ...pdf](#)

 [Read Online American Trademark Designs \(Dover Pictorial Arch ...pdf](#)

Editorial Review

From the Back Cover

This collection of 732 American trademarks and symbols is widely representative of major past and current trends in American trademark design. The marks are arranged in categories that include entertainment, education, real estate, insurance, food and beverage, retailing, transportation, utilities, heavy industry, and others, and are chosen from local and internationally known examples.

Reprinted in black-and-white, the marks appear here in their standard form on signs, letterheads, book bindings, T-shirts, sugar bags, household appliances, bank checks, drinking cups, coasters, screened commercials and printed ads, ashtrays, clothing labels, shopping bags, awnings, and so on. For several current trademarks, earlier versions are also illustrated and dated, tracing trademark genealogies of possible interest both as history and design. Captions identify the trademarks, giving year of design, and, when known, the name of the designer. The editor in her introduction describes the development of American trademarks from Ralston Purina's homespun "checkerboard square" to the Cities Service corporate "triangle." Notes on the specialized uses and requirements of various kinds of marks introduce each section.

This is a remarkable sourcebook for graphic artists, students, and commercial designers. Social psychologists, market researchers, and others interested in group behavior may find it the starting point of ideas and experiments. This book also has a curious fascination as browsing, illustrating at a glance how familiar, memorable, and widespread trademarks seem to be.

Original Dover (1976) publication.

Users Review

From reader reviews:

Tom Scott:

Do you one among people who can't read pleasurable if the sentence chained inside straightway, hold on guys this particular aren't like that. This American Trademark Designs (Dover Pictorial Archive S) book is readable by you who hate the straight word style. You will find the information here are arrange for enjoyable studying experience without leaving also decrease the knowledge that want to offer to you. The writer associated with American Trademark Designs (Dover Pictorial Archive S) content conveys prospect easily to understand by lots of people. The printed and e-book are not different in the content material but it just different in the form of it. So , do you nonetheless thinking American Trademark Designs (Dover Pictorial Archive S) is not loveable to be your top list reading book?

Gerald Troups:

People live in this new morning of lifestyle always try to and must have the spare time or they will get lots of stress from both daily life and work. So , once we ask do people have spare time, we will say absolutely indeed. People is human not really a robot. Then we inquire again, what kind of activity do you have when the spare time coming to you actually of course your answer will unlimited right. Then do you try this one, reading textbooks. It can be your alternative throughout spending your spare time, often the book you have read will be American Trademark Designs (Dover Pictorial Archive S).

Amanda Kline:

Beside this American Trademark Designs (Dover Pictorial Archive S) in your phone, it could possibly give you a way to get closer to the new knowledge or info. The information and the knowledge you can get here is fresh through the oven so don't be worry if you feel like an aged people live in narrow commune. It is good thing to have American Trademark Designs (Dover Pictorial Archive S) because this book offers for you readable information. Do you sometimes have book but you rarely get what it's about. Oh come on, that would not happen if you have this within your hand. The Enjoyable set up here cannot be questionable, similar to treasuring beautiful island. Use you still want to miss it? Find this book along with read it from at this point!

Robert Howard:

A lot of e-book has printed but it differs from the others. You can get it by net on social media. You can choose the very best book for you, science, amusing, novel, or whatever through searching from it. It is identified as of book American Trademark Designs (Dover Pictorial Archive S). You can include your knowledge by it. Without departing the printed book, it could add your knowledge and make you happier to read. It is most critical that, you must aware about publication. It can bring you from one destination to other place.

Download and Read Online American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman #VPGKUS6LIRM

Read American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman for online ebook

American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman books to read online.

Online American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman ebook PDF download

American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman Doc

American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman Mobipocket

American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman EPub

VPGKUS6LIRM: American Trademark Designs (Dover Pictorial Archive S) By Barbara Baer Capitman