



Really Good Logos Explained: Top Design Professionals Critique 500 Logos and Explain What Makes Them Work

Margo Chase, Rian Hughes, Ron Miriello, Alex W White

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A collection of 500 great logos critiqued by a panel of internationally acclaimed designers

In *Really Good Logos Explained*, some of today's top creative minds critique and appraise over 500 examples of truly exceptional logos, and explain what makes them work. The insight provided by these four outstanding editors is - like the logos themselves - succinct, specific and effective. Their comments provide a rare and insightful glimpse into the inner workings of excellent design, and offer a new understanding that is immeasurably useful to anyone working within the creative fields today.

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