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Refreshing & Rethinking Design eBook: Michael Hodgson: Amazon.co.uk: Kindle Store

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Recycling & Redesigning Logos (Rockport Publishers, Sept. 2011, \$30.00.

paperback) demonstrates the strategies and processes of successful redesigns and shows readers how to build on the equity the brand already retains to create a fresh look, without alienating the existing audience and attracting a new one.

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successful redesigns and shows readers how to build on the equity the brand already retains to create a fresh look. The case studies feature before and afters of the logos and discuss why the redesign was necessary and demonstrate how to reuse, reformat and build on the ingredients, materials and essence that is already there.

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Compostable. Products certified to be industrially compostable according to the European standard EN 13432/14955 may bear the 'seedling' logo. Never place compostable plastic into the recycling with other plastics; as it is designed to break down it cannot be recycled and contaminates recyclable plastics.

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Logo redesign. It's every designer's dream. Or nightmare. Done right, with sensitivity, intelligence and clarity, a logo redesign can potentially update a tired classic while refreshing and renewing a mark for ...

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CASE STUDY: Sony Walkman - Recycling and Redesigning Logos ...

Redesigns are part of every designer's repertoire, but sometimes getting inspired or motivated to redesign an existing logo can be challenging and cumbersome. The goal of maintaining equity by using existing elements in new ways and combining them with new elements is akin to the task of...

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Recycling and Redesigning Logos [Book]

The fantastic book "Recycling & Redesigning Logos" by Michael Hodgson is all about redefinition-when your logo no longer represents who you are or who you want to be. Hodgson is the principal and creative director of Ph.D , a design firm in Santa Monica, Calif.

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