



TM: The Untold Stories Behind 29 Classic Logos

By Mark Sinclair

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TM offers graphic designers and those interested in the history of design and branding a uniquely detailed look at a select group of the very best visual identities.

The book takes 29 internationally recognized logos and explains their development, design, usage, and purpose. Based upon interviews with the designers responsible for these totems, and encompassing the marks from a range of corporate, artistic, and cultural institutions from across the globe, *TM* reveals the stories behind such icons as the Coca-Cola logotype, the Penguin Books' colophon, and the Michelin Man.

Based upon comprehensive research, authoritatively written and including a wealth of archival images, *TM* is an opportunity to discover how designers are able to squeeze entire identities into 29 simple logos.

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TM: The Untold Stories Behind 29 Classic Logos By Mark Sinclair Bibliography

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Editorial Review

Review

"Fascinating." - *Wired.com*

"If you are interested in logo design, whether or not you are a designer, chances are that you would want to get Mark Sinclair's new book: *TM: The Untold Stories Behind 29 Classic Logos.*" - *Design Taxi*

About the Author

Mark Sinclair is Deputy Editor of *Creative Review*, the UK's leading magazine and blog on design, advertising and visual culture. He is co-author of *Pictures and Words: New Comic Art and Narrative Illustration* (Laurence King, 2005).

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