



TM: The Untold Stories Behind 29 Classic Logos

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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