

Are these the 50 best logos ever designed?

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Featuring the likes of McDonald's and Nike, Computer Arts magazine have just published a design book revealing the 50 best logos ever made...



In this new guide for graphic designers and logo lovers, a panel of leading branding and identity design experts have deliberated, cogitated and digested to bring us the definitive listing of the Top 50 greatest logos of all time.

In **50 Best Logos Ever** you'll discover the history and creative process behind each logo's story. How exactly did the Penguin logo originally come into being? Did the logos for global giants Shell and Coca-Cola look any different back in 1913? And if so, why did they change over time?

At 176 pages, this special one-off publication by the Computer Arts team boasts interviews with the logo designers themselves, including Rob Janoff (Apple) and Lindon Leader (FedEx).

50 Best Logos Ever



“Even if you only have a passing interest in graphic design, it’s fascinating to see what the BP logo looked like in 1930, or to chat about how the Coca-

Cola identity has evolved (or not) over the past 125 years," say [Computer Arts](#). "And to top it all, we've ranked them. What will be in the top 10? What will be number one? Pick up the book to find out!"