



# Yes Logo: 40 Years of Branding and Design by Michael Peters

*By Sarah Owens*

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**Yes Logo: 40 Years of Branding and Design by Michael Peters** By Sarah Owens

"Make My Logo Bigger: 40 Years of Branding and Design" by Michael Peters and Partners chronicles the story of Michael Peters, one of Britain's most significant design luminaries. Peters began his venture into graphic design at London College of Printing, continuing his studies abroad at Yale, where he was tutored by such greats as Paul Rand, Herbert Matter and Alexej Brodovitch; he was also fortunate to work as an assistant to Bauhaus legend, Josef Albers. Peters then worked at CBS in New York, which was at the time a mecca for the creative marketing profession. He returned to London and set up Klein Peters Ltd with Lou Klein in 1968, followed by his own company, Michael Peters & Partners in 1970. More recently, Peters has formed Identica, a branding and creative consultancy with clients such as Vodafone, Nike and Universal Studios.

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## **Yes Logo: 40 Years of Branding and Design by Michael Peters By Sarah Owens Bibliography**

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## **Editorial Review**

### **Review**

"Diago has collaborated with Michael Peters on many occasions. We know this his reputation speaks for itself. Across three decades he has been a pivotal figure in the design community." -- *Paul Walsh, Chief Executive Officer, Diago*

"I have worked closely with Michael Peters for a number of years and our collaboration has resulted in the successful launch of Russian Standard Vodka - a breakthrough not only in the Russian market, where we are the number one premium vodka, but also in our 60 export markets around the world. It is rare that creative talent not only understand the complexities of the Russian market, but are also able to translate these into an international winning result. Michael helped Russian Standard Vodka keep its strong national heritage and at the same time be desirable by global consumers. This book is a real tribute to Michael over the last 40 years of his work and I am proud that Russian Standard Vodka is a part of it." -- *Roustam Tariko, Founder and President, Russian Standard Vodka.*

"While I have worked with many talented designers and brand consultants throughout the years, it is very uncommon to find someone who can bring uncompromising creativity to an assignment while never losing sight of the broader commercial goals. Project after project, Michael Peters has provided that rare combination of imagination, artistry and business acumen in helping companies create powerful and enduring brands- this book demonstrates how." -- *Edgar Bronfman, Jr. Chairman & CEO, Warner Music Group*

## **Users Review**

### **From reader reviews:**

#### **Joseph Chandler:**

As people who live in typically the modest era should be upgrade about what going on or details even knowledge to make them keep up with the era which is always change and move ahead. Some of you maybe can update themselves by looking at books. It is a good choice for you personally but the problems coming to a person is you don't know which you should start with. This Yes Logo: 40 Years of Branding and Design by Michael Peters is our recommendation to help you keep up with the world. Why, since this book serves what you want and want in this era.

#### **Jacqueline Bull:**

Yes Logo: 40 Years of Branding and Design by Michael Peters can be one of your beginner books that are good idea. We recommend that straight away because this publication has good vocabulary that could increase your knowledge in vocab, easy to understand, bit entertaining but nonetheless delivering the information. The author giving his/her effort to get every word into satisfaction arrangement in writing Yes Logo: 40 Years of Branding and Design by Michael Peters but doesn't forget the main place, giving the reader the hottest along with based confirm resource info that maybe you can be among it. This great information can drawn you into brand-new stage of crucial imagining.

**Debbie Gagnon:**

Your reading sixth sense will not betray you, why because this Yes Logo: 40 Years of Branding and Design by Michael Peters guide written by well-known writer who really knows well how to make book that can be understand by anyone who also read the book. Written in good manner for you, still dripping wet every ideas and publishing skill only for eliminate your own hunger then you still question Yes Logo: 40 Years of Branding and Design by Michael Peters as good book not only by the cover but also through the content. This is one book that can break don't assess book by its handle, so do you still needing another sixth sense to pick that!? Oh come on your reading sixth sense already alerted you so why you have to listening to one more sixth sense.

**Adelina Foreman:**

What is your hobby? Have you heard this question when you got learners? We believe that that issue was given by teacher to their students. Many kinds of hobby, All people has different hobby. And you also know that little person like reading or as looking at become their hobby. You should know that reading is very important and book as to be the issue. Book is important thing to provide you knowledge, except your personal teacher or lecturer. You see good news or update regarding something by book. Amount types of books that can you choose to adopt be your object. One of them are these claims Yes Logo: 40 Years of Branding and Design by Michael Peters.

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