



Pentagram Marks: 400 Symbols & Logotypes

By Laurence King Publishing

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The 400 marks reproduced within these pages represent the diverse array of identity work produced by Pentagram's partners, past and present, since its founding in 1972. Over the past four decades, Pentagram has designed marks for large corporations and small businesses, government agencies and nonprofit institutions, clubs and societies, and even individuals, all of whom were seeking a representative symbol to appear on letterhead and books, buildings and websites, and everywhere else imaginable.

Isolating them in black and white helps us appreciate these marks as unique pictorial or abstract symbols. But a logo is rarely a solitary commission. Often produced in conjunction with a unified graphics, architecture or product design program, it is only part of the work Pentagram does. But regardless of the nature of the assignment, clients all share the same desire to be identified, and the belief that the right mark is a crucial starting point for a comprehensive visual identity.

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Editorial Review

About the Author

Pentagram originated in London in 1972 and opened offices in New York in 1978, San Francisco in 1986, Austin in 1994 and Berlin in 2002. It provides design services across the full spectrum of graphics, identity, architecture, interiors, and products to both local and international clients.

Users Review

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