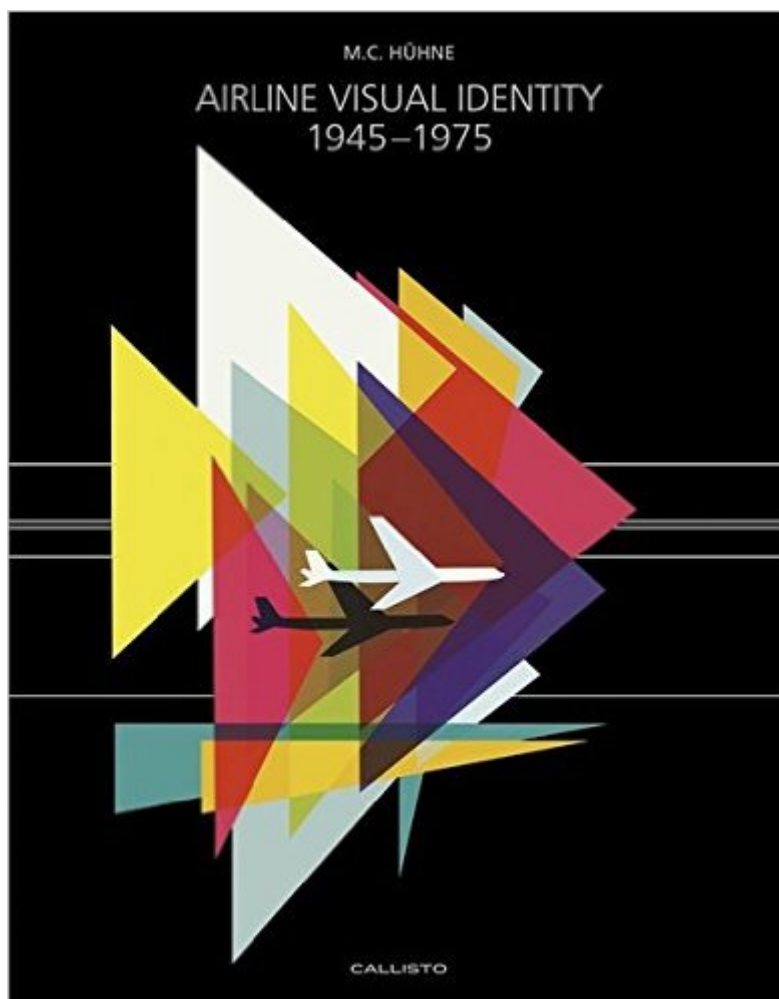


The book was found

Airline Visual Identity 1945-1975



Synopsis

A super stylish journey: The ultimate sourcebook for the best airline graphic design. This edition rounds up the most imaginative, influential and surprising designs of the airlines' commercial art from the ægolden age of flying.â • It provides an unprecedented outline of the development of the visual identities of thirteen pioneering airlines, combining innovative research and stunning presentations of hundreds of spectacular aviation posters, other illustrations and photos. Conceived by some of the world's top creative minds, such as Ivan Chermayeff, Otl Aicher, Massimo Vignelli, Academy Award winner Saul Bass, or advertising titan Mary Wells Lawrence, the designs found in the book's case studies also illustrate the shift from traditional methods of corporate design and advertising to comprehensive modern identity branding programs which took place in the same period. The Standard Edition of the successful Premium Edition of *Airline Visual Identity 1945-1975* contains all of the information and almost all of the images, but in a leaner format and at a more affordable price. In its Premium Edition, the book has received glowing reviews in leading media around the world, including *The New York Times*, *Newsweek*, *CNN*, *New Republic*, *Slate*, *Adweek*, and dozens of others in the United States, France, Britain, Germany, China, Japan, Switzerland, Austria, Australia, Spain, Italy, Norway, etc.

Book Information

Hardcover: 384 pages

Publisher: Callisto Publishers GmbH; Standard ed. edition (November 1, 2015)

Language: English

ISBN-10: 398165501X

ISBN-13: 978-3981655018

Product Dimensions: 9.2 x 1.3 x 12.2 inches

Shipping Weight: 5.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars Â Â See all reviews Â (4 customer reviews)

Best Sellers Rank: #45,323 in Books (See Top 100 in Books) #2 in Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Posters #3 in Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Art #7 in Â Books > Arts & Photography > Graphic Design > Commercial > Advertising

Customer Reviews

Cunard's "Getting there is half the fun!" slogan survived in our minds well past the steamship age into the first half of the mass airline transport age. This book tells you how and why. Lacking the

knock-down, stunning graphics of the Airline Visual Identity: 1945-1975 Premium Edition it does have nearly all the same content (384 pages in the standard edition, 436 pages in the premium edition). The posters are there, just not reproduced with the expensive (and beautiful) processes that make the premium edition a collector's piece. What you do get is an enormous volume on the development of corporate identity and branding in the airline industry, coupled with background on the professionals involved--the graphics designers, the illustrators, the marketers--and the decisions they faced. I'm going to spend a lot of time in this book and, in a year, it will be worn, full of dog-eared pages and sticky notes, and marked by coffee spills and muffin crumbs. (Should I admit paint spills, too, because I plan to keep this book in the studio for inspiration?) By then, I hope to be able to afford the Premium Edition, too, just to have and hold in my permanent library for the beauty of its content.

A graphically beautiful book, showing posters and adverts from a time when travel was a pleasure and not a chore. This is a great alternate to the more expensive edition,. This book is a must for any advertising, aviation, Mid-Century design fan!

Really good book - very thankful that I didn't buy the deluxe version because this is a great compromise

Wonderful book.

[Download to continue reading...](#)

Airline Visual Identity 1945-1975 Delta: An Airline and Its Aircraft : The Illustrated History of a Major U.S. Airline and the People Who Made It Becoming Mexican American: Ethnicity, Culture, and Identity in Chicano Los Angeles, 1900-1945 CORPORATE IDENTITY 4 (Graphis Corporate Identity) (v. 4) Eyewitness Visual Dictionaries: The Visual Dictionary of the Human Body (DK Visual Dictionaries) Visual Workplace/Visual Thinking: Creating Enterprise Excellence through the Technologies of the Visual Workplace Airline: Style at 30,000 feet (Mini) The Jet Sex: Airline Stewardesses and the Making of an American Icon Restaurant China : Identification & Value Guide for Restaurant, Airline, Ship & Railroad Dinnerware (Volume 2) Restaurant China : Identification & Value Guide for Restaurant, Airline, Ship & Railroad Dinnerware (Volume 1) Airline Transport Pilot Test Prep 2017: Study & Prepare: Pass your test and know what is essential to become a safe, competent pilot — from the most ... in aviation training (Test Prep series) Attention All Passengers: The Truth About the Airline Industry Airline Marketing and Management The Future of

Pricing: How Airline Ticket Pricing Has Inspired a Revolution Delta Air Lines: 75 Years of Airline Excellence (Images of Aviation: Georgia) Dangerous Lessons and Guardian Angels: An Airline Pilot's Story Donald Judd: Complete Writings 1959-1975: Gallery Reviews, Book Reviews, Articles, Letters to the Editor, Reports, Statements, Complaints Bruce Springsteen & The E Street Band 1975: Photographs by Barbara Pyle Tom Bianchi: Fire Island Pines, Polaroids 1975-1983 American Muscle Cars, 1960-1975 (Dover History Coloring Book)

[Dmca](#)