

Ed. Julius Wiedemann  
Essay by Gilles Lipovetsky

# LOGOBOOOK

CO-DIRECTOR OF LOGORAMA

by Ludovic Houplain (H5)

TASCHEN













1 BlackBerry  
Research In Motion Ltd (RIM)  
Canada  
[Consumer Electronics]

2 Black Crows  
France  
Yorgo Tloupas  
[Sporting Goods]

3 Black & Decker  
Stanley Black & Decker Inc  
USA, 2000  
[Tools & Machinery]

4 Blackwater  
Academi  
USA  
[Safety & Security]

5 Blaupunkt  
Blaupunkt GmbH  
Germany  
[Consumer Electronics]

6 Blimpie  
Kahala Corporation  
USA, 2005  
[Restaurants & Bars]

7 Blimpie  
Kahala Corporation  
USA, 2009  
[Restaurants & Bars]

8 Blizzard Entertainment  
Activision Blizzard Inc  
USA  
[Computer & Video Games]

9 Blockbuster  
Blockbuster Inc  
USA  
Sandy Cook  
[Retail]












1 Blogger  
Google Inc  
USA  
[Internet]

2 Bloomberg  
Bloomberg LP  
USA  
[Media]

3 Bloomingdale's  
Macy's Inc  
USA, 1975  
Vignelli Associates  
[Retail]

4 Blue Band  
Unilever plc/NV  
UK/Netherlands  
[Food & Beverage]

5 Blue Cross Animal Hospital  
Canada  
[Charity]

6 Blue Cross Blue  
Shield Association  
USA  
[Societies & Associations]

7 BlueScope Steel  
Australia  
[Industrial Products]

8 Blue Seal  
Kent Nutrition Group Inc  
USA  
[Pet Products]

9 Blue Shield of California  
USA  
[Healthcare]

10 Bluetooth  
Bluetooth SIG  
USA, 1998  
[Technology]



**DIAMOND  
SHAMROCK**



**diana ferrari**

**DIAPAR**

1 **Diamond Alloy**  
UK  
[Automotive]

2 **DiamondCluster**  
DiamondCluster International Inc  
USA  
[Professional Services]

3 **Diamond Shamrock**  
Valero Energy Corporation  
USA  
[Oil, Gas & Petroleum]

4 **Diamond Snow Ploughs**  
Meyer Products LLC  
USA  
[Tools & Machinery]

5 **Diamondtraxx**  
France  
HS: Yorgo Tloupas  
[Music Industry]

6 **Diana Ferrari**  
Fusion Retail Brands Pty Ltd  
Australia  
[Apparel]

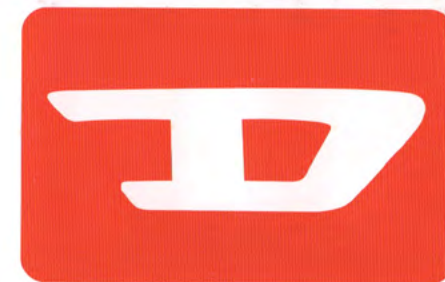
7 **Diapar**  
France  
[Retail]



**DieHard**

**DIEHL**

**DIESEL**



1 **Diane von Fürstenberg (DVF)**  
USA  
Egon Baron  
[Fashion]

2 **DVF (Digital Illusions Creative Entertainment)**  
USA  
Digital Illusions CE AB  
Sweden, ca 2008  
[Computer & Video Games]

3 **Dickies**  
Williamson Dickie  
Manufacturing Company  
USA  
[Apparel]

4 **Dickson**  
Dickson-Constant Sarl  
France  
[Home Furnishings]

5 **Diebold**  
Diebold Inc  
USA  
[Manufacturing]

6 **Diebold**  
Diebold Inc  
USA  
[Manufacturing]

7 **DieHard**  
KCD IP LLC  
USA  
[Automotive]

8 **Diehl**  
Diehl Stiftung & Co. KG  
Germany  
[Aerospace]

9 **Diesel**  
Diesel SpA  
Italy  
[Apparel]

10 **Diesel**  
Diesel SpA  
Italy  
[Apparel]