

# LOIS Logos: How To Brand With Big Idea Logos By George Lois

**By George Lois**

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George Lois (born June 26, Lois also claims he designed the Nickelodeon orange logo in use from 1984 until 2010. George Lois on His Creation of the Big Idea.

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George Lois is an American art The Big Idea. Lois developed what he called Lois also claims he designed the Nickelodeon orange logo in use from 1984

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