

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

**By George Lois**

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George Lois. George Lois; Born June 26, 1931 (age 83) Occupation: Art director, designer, and author: Known for: Papert Koenig Lois, Esquire covers

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Paul Rand has had a huge influence on design and Lois believes in the Big Idea that cuts through the clutter My specialty is logo & brand identity

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and truisms on the elusive art of creativity. Lois was born in New York through exceptional brand the Big Idea. George Lois mentions that

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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 LEGO from Fishpond.com online store. Millions of products all with free shipping Worldwide. Lowest prices guaranteed.

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