



Penguin by Design: A Cover Story 1935-2005

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Ever since the creation of the first Penguin paperbacks in 1935, their jackets have become a constantly evolving part of Anglo-American culture and design history. By looking back at seventy years of Penguin paperbacks, graphic designer Phil Baines charts the development of British publishing, the ever-changing currents of cover art and style, and the role of artists and designers in creating and designing the Penguin look—including Penguins, Pelicans, Penguin Classics, and more. Rich with stunning illustrations and filled with details about individual titles, designers, and even the changing size and shape of the Penguin logo itself, **Penguin by Design** shows how covers become design classics.

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