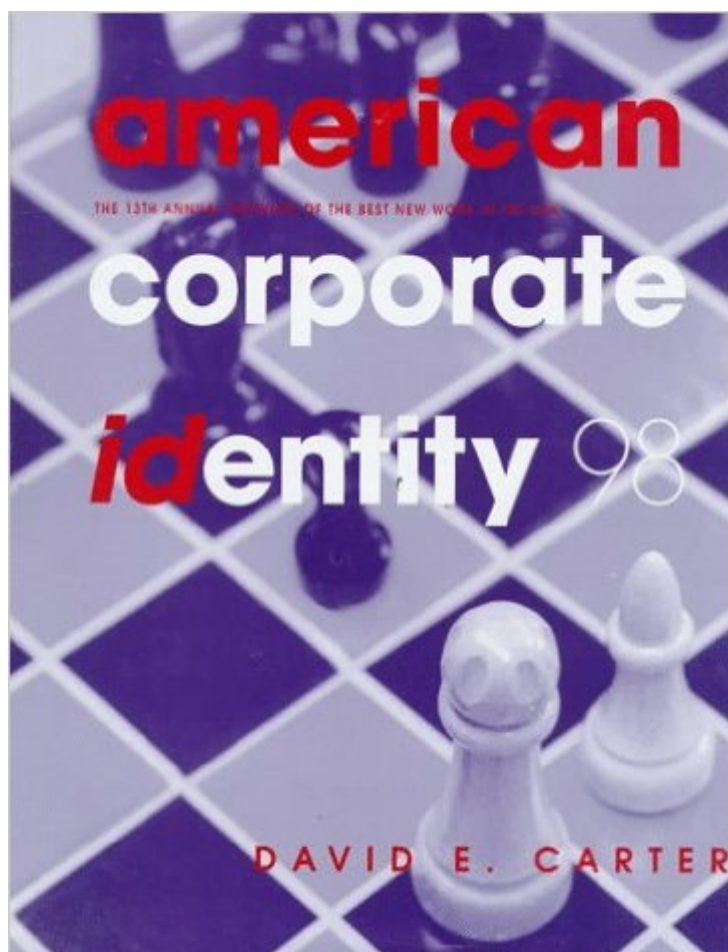# American Corporate Identity '98 (13th Annual)

Synopsis

Anyone creating or studying corporate identity programs will find a springboard of ideas in these sophisticated pages showing the best and latest concepts.All the elements required to establish corporate identity are presented here. They range from complete programs designed for multinational giants to clever letterheads for small businesses and include package design, signage, corporate manuals, logos, and more, giving readers the full panoply of applications needed for getting a company's image across. Work from more than 300 companies is displayed.

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Nonfiction) Best Magazine Design Spd Annual: 29th Publication Design (Society of Publication Designers' Publication Design Annual) (v. 29) Poster Annual 2007 (Graphis Poster Annual) 31st Publication Design Annual (Publication Design Annual, No 31) (v. 31) Graphis Annual Reports 5: The International Yearbook of Annual Reports (v. 5) Graphis Poster Ninety Five: The International Annual of Poster Art (Poster Annual) 36th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 36) Food & Wine Annual 2011: An Entire Year of Recipes (Food & Wine Annual Cookbook) Time Annual 2013 (Time Annual: The Year in Review)