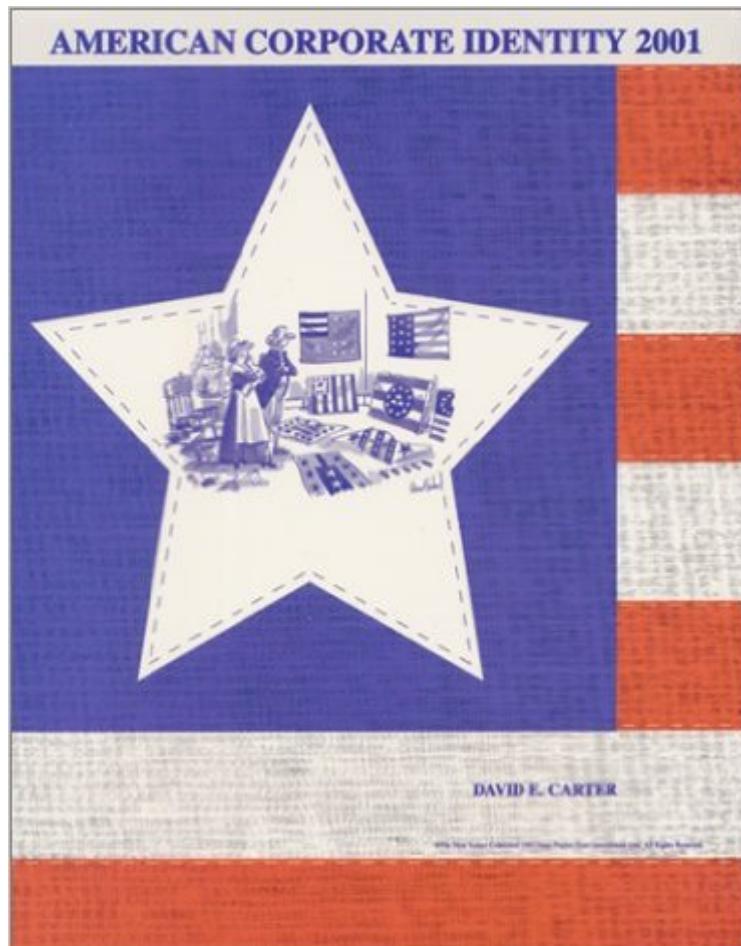


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# American Corporate Identity 2001



## Synopsis

American Corporate Identity is the premier annual focusing on logos and their applications. Since the first book appeared in 1986, designers from all over the world have made American Corporate Identity a major source of creative inspiration. American Corporate Identity 2001 reflects the business climate at the beginning of the new millennium -- for example, there are a number of designs for "dot-com" companies featured in this 16th annual in the series. (Interestingly, the term "dot-com" didn't exist just a few years ago.) Again this year, the annual features seven categories: Logos, Complete Identity Program, Package Design, Letterheads, Corporate Identity Manuals, Signage & Environmental Graphics, Corporate Brochures. Work selected for this book is the result of a competition in which design firms from all over America submitted their best creative output. Approximately 20% of the entries submitted were chosen for publication. The materials included in this book are all, for one reason or another, "world-class" designs; this is as it should be for a book that has distribution literally all over the globe.

## Book Information

Series: American Corporate Identity, 2001

Hardcover: 320 pages

Publisher: Watson-Guptill Publications (October 1, 2000)

Language: English

ISBN-10: 0688179851

ISBN-13: 978-0688179854

Product Dimensions: 11.2 x 8.7 x 1 inches

Shipping Weight: 3.4 pounds

Average Customer Review: 5.0 out of 5 stars See all reviews (1 customer review)

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## Customer Reviews

This book is an absolutely wonderful resource containing many kinds of print media work by various artists. From company logos to letterheads, to packaging designs, this book is a true treasure of eye candy and worth every dollar!

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