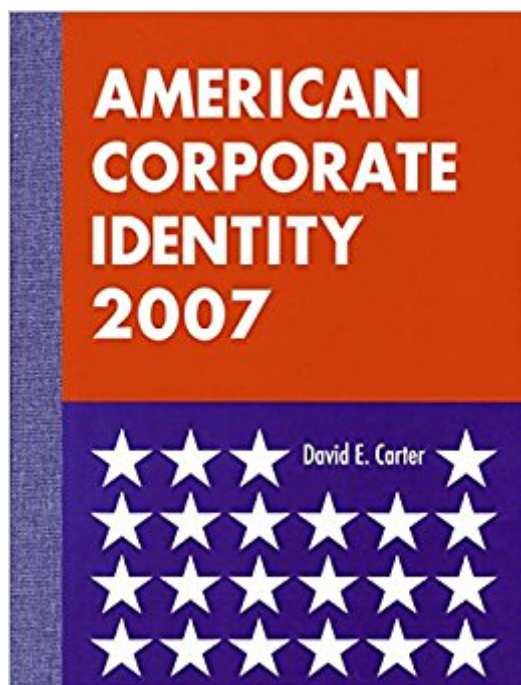


The book was found

American Corporate Identity 2007



Synopsis

Containing more than 950 allâ “new examples of outstanding creativity, this invaluable perennial organizes this year’s groundbreaking designs into seven categories: logos, complete identity programs, corporate identity manuals, letterhead designs, package designs, signage and environmental graphics, and corporate brochures. Several hundred creative design firms have work included in American Corporate Identity 2006, ranging from the well known to the upâ “andâ “coming. Many trendsetting styles have first appeared in this series since its inception, making this book a mustâ “have reference for every corporate identity designer’s bookshelf.

Book Information

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Design > Techniques

Customer Reviews

This is one of most useless books I’ve ever encountered. Unlike many annuals and design books which contain some projects which do not meet the highest possible conceptual and design levels, this book contains some of the loudest horrible pieces of design jokes. Some of the projects are so poorly designed that you would stay in shock for a few long seconds while starring at them, not remembering that you can rescue your eyes by flipping the page. Every few months I reopen the book to see if my opinion about it has changed - I ask myself: "how can there be such a terrible compilation of so much bad work? Surely it’s not as bad as I remember it..." And every time I attempt to review it again I quickly give up and the experience just seems to be even more traumatizing than the last. Get something else.

A must have for the graphic designer. Good color and tons of nice samples. I work in a design studio and find this is one of the first publications the staff looks at for inspiration when starting a new project. I wanted my own copy but found out it'sshould I say more.

Length: 0:39 Mins

This book is a collection of design material aimed at marketing the corporate identity. Typical of most David E. Carter's book, this one has great variety and quality selection packed into over 300 pages. There's even a small section at the back featuring student work. In this book are many great ideas on how the brand can be used in different promotional items. Graphic designers and marketers should find this book useful. Here's the list of contents: * Complete Corporate Identity Programs * Package Design * Bags, Tags, Labels, & Boxes * Stationary Design * Promotional Design * Corporate Identity Manuals * Signage & Environmental Graphics * Websites * Menus & Cups * Apparel * Corporate Image Brochures * Calendars * Trademarks/Logos * Student Work (More pictures are available on my blog. Just visit my profile for the link.)

Great book!

I always turn to this when I design new logos. L & C Enterprises.

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