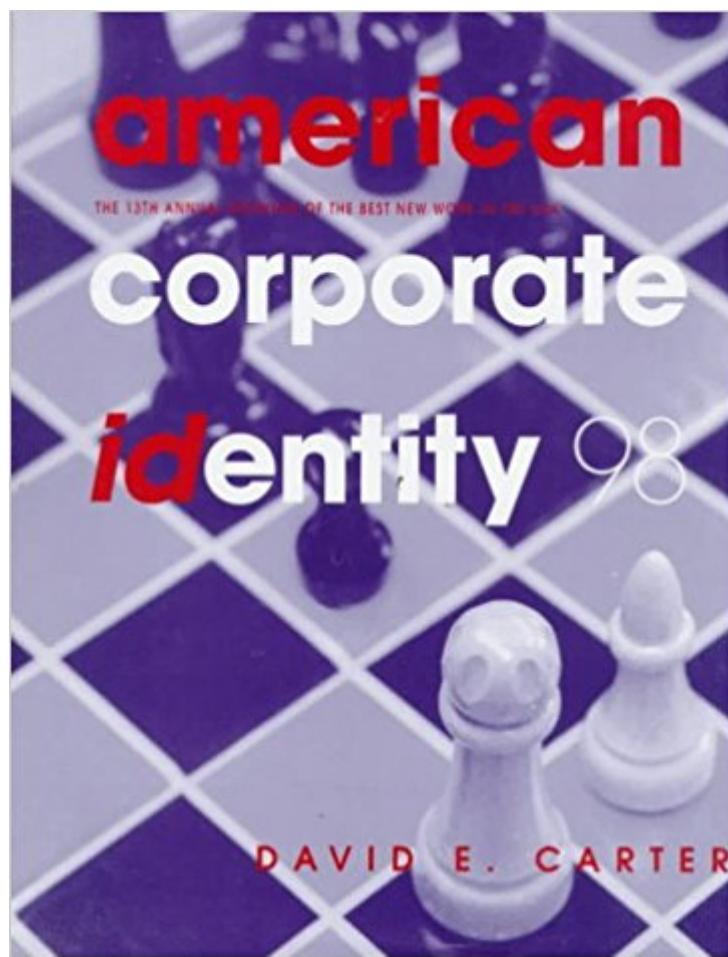


The book was found

# 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.

## **Book Information**

Series: 13th Annual

Hardcover: 320 pages

Publisher: Watson-Guptill Pubns (January 1998)

Language: English

ISBN-10: 068815686X

ISBN-13: 978-0688156862

Product Dimensions: 1.2 x 9.5 x 11.8 inches

Shipping Weight: 2.8 pounds

Average Customer Review: Be the first to review this item

Best Sellers Rank: #7,073,343 in Books (See Top 100 in Books) #77 in Books > Arts & Photography > Graphic Design > Commercial > Annuals #4285 in Books > Reference > Encyclopedias & Subject Guides > Art #7517 in Books > Business & Money > Biography & History > Company Profiles

## **Customer Reviews**

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.

[Download to continue reading...](#)

American Corporate Identity '98 (13th Annual) American Corporate Identity 2007 American Corporate Identity 2001 SPD 37th Publication Design Annual (Publication Design Annual, No. 37)

Bologna Annual 1995 Fiction (Bologna Annual: Fiction) 42nd Publication Design Annual (Society of Publication Designers' Publication Design Annual) 38th Publication Design Annual (Society of Publication Designers' Publication Design Annual) 36th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 36) ANNUAL REPORTS 8 (Graphis 100 Best Annual Reports) (Vol 8) Society of Publication Designers: 34th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 34) Bologna Annual '98: Nonfiction (Bologna Annual: Nonfiction) Bologna Annual '98: Fiction (Bologna Annual: Fiction) Best Magazine Design Spd Annual: 29th Publication Design (Society of Publication Designers' Publication Design Annual) (v. 29) Tokyo Art Directors Club Annual 2004 (Adc Tokyo Art Director's Club Annual) Graphis Annual Reports 5: The International Yearbook of Annual Reports (v. 5) Annual Tax Mess Organizer For Writers, Artists, Self-Publishers & Craftspeople: Help for self-employed individuals who did not keep itemized income & ... during the business year. (Annual Taxes) Annual Tax Mess Organizer For Nail Techs, Manicurists & Salon Owners (Annual Taxes) Annual Tax Mess Organizer For Massage Therapists, Estheticians & Spa Owners: Help for self-employed individuals who did not keep itemized income & ... during the business year. (Annual Taxes) Time Annual 1998: The Year in Review (Time Annual: the Year in Review) Time Annual 1993: The Year in Review (Time Annual: the Year in Review)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)