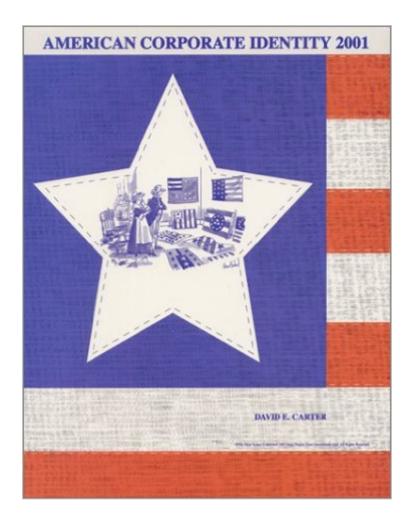
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American Corporate Identity 2001





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:LogosComplete Identity ProgramPackage DesignLetterheadsCorporate Identity ManualsSignage & Environmental GraphicsCorporate Brochures Work selected for this book is the result of a competion in which design firms form 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 Â See all reviews (1 customer review) Best Sellers Rank: #5,244,189 in Books (See Top 100 in Books) #53 in Books > Arts & Photography > Graphic Design > Commercial > Annuals #1011 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #9272 in Books > Arts & Photography > Graphic Design > Techniques

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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