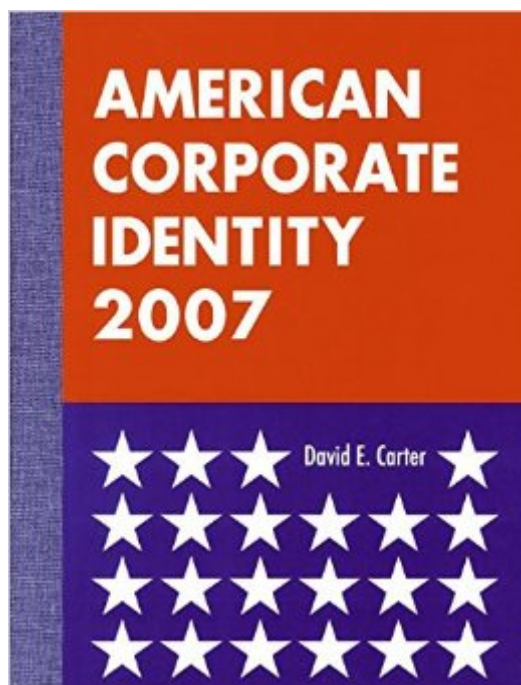


The book was found

# American Corporate Identity 2007



## Synopsis

Containing more than 950 all-“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 up-“and-“coming. Many trendsetting styles have first appeared in this series since its inception, making this book a must-“have reference for every corporate identity designer’s bookshelf.

## Book Information

Series: American Corporate Identity

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Average Customer Review: 4.0 out of 5 stars- See all reviews- (5 customer reviews)

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Graphic Design > Commercial > Advertising #6923 in- Books > Arts & Photography > Graphic

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 staring 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's ....should 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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to Us--Avoiding Corporate Disaster While Driving Success (Wiley Corporate F&A) Masters of Corporate Venture Capital: Collective Wisdom from 50 VCs Best Practices for Corporate Venturing How to Access Startup Innovation & How to Get Funded Corporate Value Creation: An Operations Framework for Nonfinancial Managers (Wiley Corporate F&A) Becoming Mexican American: Ethnicity, Culture, and Identity in Chicano Los Angeles, 1900-1945 Reimagining Indian Country: Native American Migration and Identity in Twentieth-Century Los Angeles (First Peoples: New Directions in Indigenous Studies) American Reckoning: The Vietnam War and Our National Identity Skull Wars: Kennewick Man, Archaeology, And The Battle For Native American Identity The Lord's Song in a Strange Land: Music and Identity in Contemporary Jewish Worship (American Musicspheres) The Great American Jobs Scam: Corporate Tax Dodging and the Myth of Job Creation Poster Annual 2007 (Graphis Poster Annual)

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