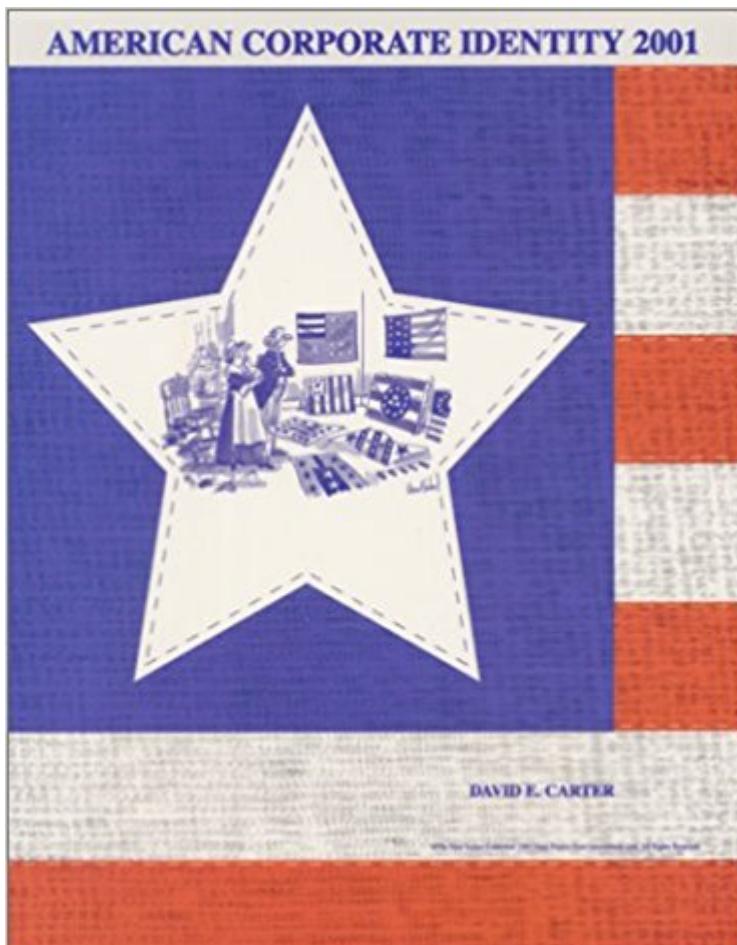


The book was found

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

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Customer Reviews

David E. Carter has produced more than 75 books on logo design and corporate identity. Since his first work, *The Book of American Trade Marks*, was published in 1972, he has been the leading source for information in this field. He has conducted corporate identity seminars for Advertising Age in locations as diverse as New York, Chicago, Los Angeles, Helsinki, São Paulo, and

Singapore. He is also active as identity consultant for companies, and has affiliate offices in Bangkok and Jakarta from which he serves clients in Asia. Along the way, he formed an ad agency which quickly gained AAAA membership and a Clio Award. Next, he formed his own television production company which did work that appeared on PBS and The Tonight Show Starring Johnny Carson. He won seven Emmy awards as a writer/producer. At the age of 50, Carter went back to the classroom, earning an MBA from Syracuse University. Three years later, he graduated from OPM (Owner/President Management) program at the Harvard Business School. He and his wife live in Kentucky and Florida.

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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