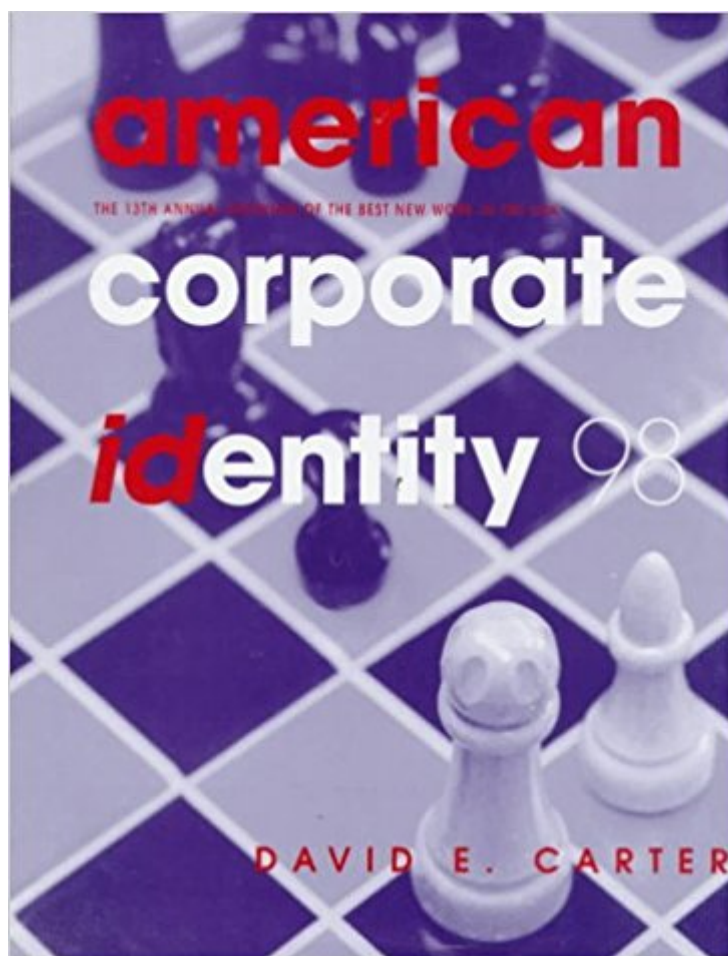


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American Corporate Identity '98 (13th Annual)



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

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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](#)

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