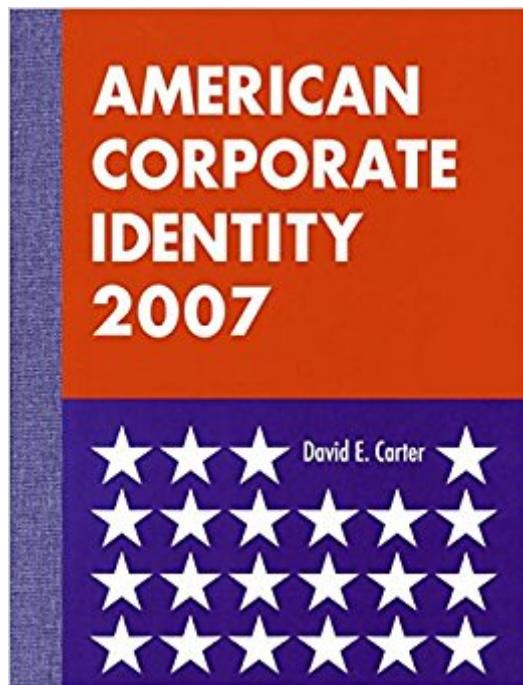


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# American Corporate Identity 2007



## **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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## **Customer Reviews**

For the 23rd year in a row, designers across the United States continue to surprise us with their increasingly innovative design solutions. Judging by the quality of the submissions in our Student Work category (only two-years old) this creativity won't wane for a long, long time. --Suzanna MW Stephens --This text refers to an out of print or unavailable edition of this title.

A noted authority on the subjects of graphic design, logo design, and corporate branding, David E. Carter has produced over 100 best-selling books in those fields, including The Big Book of Logos, The Big Book of New Design Ideas, and The Big Book of Business Cards. He is currently working

on several new corporate identity books.

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.

Great book!

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.)

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.

I always turn to this when I design new logos. L & C Enterprises.

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