



American Corporate Identity 2001

David E. Carter

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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.

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