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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.

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