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CORPORATE IDENTITY 4 (Graphis Corporate Identity) (v. 4)



Synopsis

Corporate Identity 4 is the long-awaited addition to Graphis's popular series, known and respected for presenting the best corporate identity and branding designs from the past several years. Corporate Identity 4 showcases outstanding identity designs by leading international designers; hailing from Europe, Asia, Australia and the Americas; completed for clients as varied as Microsoft, MTV, Shiseido and the American Institute of Graphic Arts. These designs include multiple components, such as environmental graphics, logos, letterheads, brochures, interior designs, packaging, signage and exhibit designs. To maximize usefulness, each campaign is presented with detailed credits and captions. Indices of designers, art directors and creative directors, photographers, illustrators, copywriters and clients complete this essential volume.

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