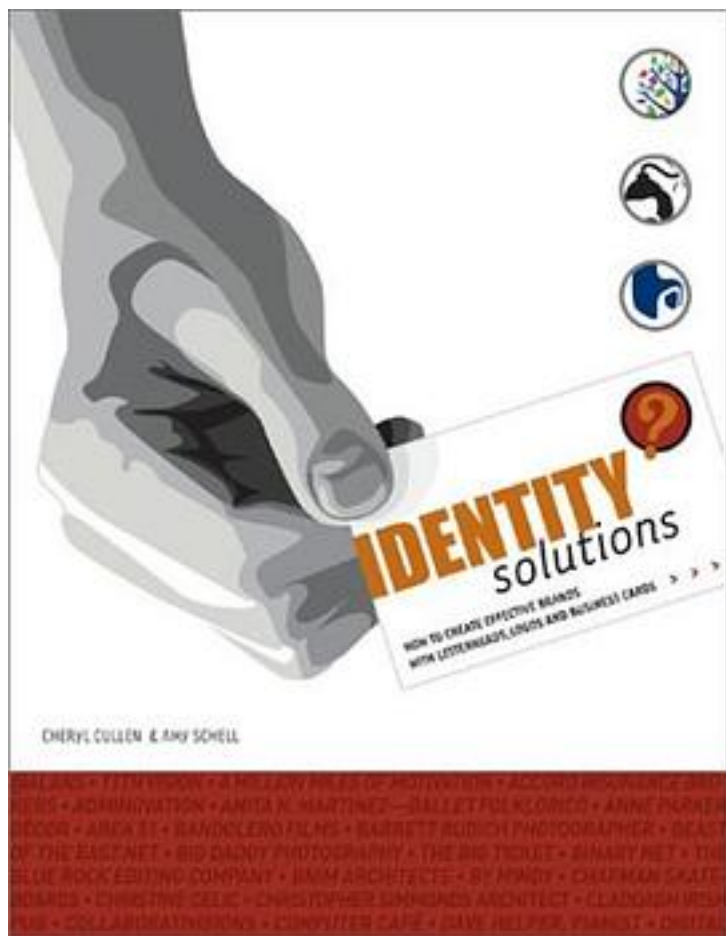# Identity Solutions

[Identity Solutions_下载链接1_](#)

著者:Cheryl Cullen

出版者:How Design Books

出版时间:2003-04

装帧:Hardcover

isbn:9781581804072

Designers help companies choose how they want to be represented in their business collateral-do they want bright orange, splashy stationery to express their energetic business practices? Do they want a conservative typeface to show they are an

established, credible corporate presence? Letterhead systems are integral to how companies express their identity, and designers are faced with the challenge of constantly finding new approaches to this common identity dilemma.

Designed to "jump start" designer's creative juices, this collection of the latest, hottest letterhead, business card and logo design from 96 design firms provides them with a bounty of inspiring visuals, plus industry-tested advice on creating identity systems that work. They'll find solutions and advice that will enable them to satisfy their clients while designing powerful, effective new identity systems.

Cheryl Dangel Cullen is a writer and public relations consultant specializing in the graphic arts industry. She is author of The Art of Design and more than 10 other titles from Rockport Publishers, Inc. Cullen has contributed articles to HOW magazine, Step-By-Step Graphics, Graphic Arts Monthly, American Printer, Printing Impressions, and Package Printing & Converting, among others. Her PR firm, Cullen Communications, provides public relations programs for clients in the graphic arts, printing and paper industries. She lives in Frankfort, Illinois. Amy Schell is an Associate Editor with HOW Design Books. She lives in Cincinnati, Ohio.

作者介绍:

目录:

[Identity Solutions_下载链接1_](#)

标签

设计

艺术

社会

商业

design

Typography

评论

[Identity Solutions_下载链接1](#)

书评

[Identity Solutions_下载链接1](#)

评论

[Identity Solutions_下载链接1](#)