



Identity Solutions

Cheryl Cullen

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Designers help companies determine how they want their identity to be represented. 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" designers' creative juices, this collection of the latest, hottest letterhead, business card and logo designs 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.

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