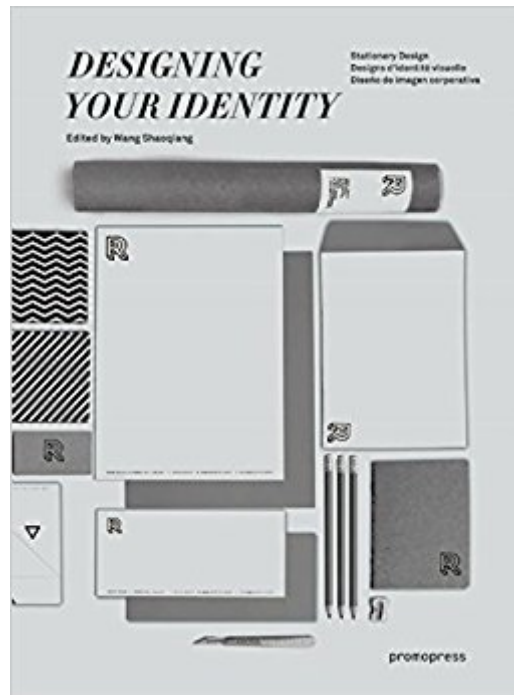


The book was found

Designing Your Identity: Stationery Design



Synopsis

An impressive selection of original and innovative stationery materials created by designers from all over the world. The book illustrates how stationery items such as business cards, letterheads, pencils, stickers and notepads with well-defined aesthetics can play a key role in shaping the image of a company or a professional.

Book Information

Hardcover: 240 pages

Publisher: Promopress (October 6, 2015)

Language: English

ISBN-10: 8415967446

ISBN-13: 978-8415967446

Product Dimensions: 8.5 x 1 x 11.5 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #946,178 in Books (See Top 100 in Books) #141 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design

Customer Reviews

If the logo is the face of a company, its stationery might be its makeup. Choosing the most suitable color, typography, or dimensions to represent the company and to enhance that face contributes to conveying the organization's essential values, philosophy, and concept. Designing your Identity brings together the freshest and most creative stationery materials produced by designers from all over the world. The projects featured range from business cards and letterheads to CD packaging, memoranda, and notepads. This book shows that a successful corporate identity is constructed primarily in the details, and it will undoubtedly help entrepreneurs to make a statement when starting a new business venture or to stand out in a highly competitive environment.

If the logo is the face of a company, its stationery might be its makeup. Choosing the most suitable color, typography, or dimensions to represent the company and to enhance that face contributes to conveying the organization's essential values, philosophy, and concept. Designing your Identity brings together the freshest and most creative stationery materials produced by designers from all over the world. The projects featured range from business cards and letterheads to CD packaging, memoranda, and notepads. This book shows that a successful corporate identity is constructed primarily in the details, and it will undoubtedly help entrepreneurs to make a statement when starting a new

business venture or to stand out in a highly competitive environment.

Wang Shaoqiang is professor at GAFA, The Academy of Fine Arts, located in Guangzhou / China. He holds the position as dean of The Design, Visualization and Animation Department. He is editor of the renowned design magazine Design 360° , Asia-Pacific Design. He has been invited to lecture at several Art Academies and Universities in China and Hong Kong.

[Download to continue reading...](#)

Designing your Identity: Stationery Design Buffy the Vampire Slayer Vampyr Stationery Set (Insights Deluxe Stationery Sets) Leopard Print: Gifts / Gift / Presents (Leopard Skin / Fur - Ruled Notebook) [Animal Print Stationery / Accessories] (Contemporary Design) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Mini Weapons of Mass Destruction: Make mayhem from your stationery with 35 models to build yourself The World Needs More Love Letters All-in-One Stationery and Envelopes John Robshaw Stationery Collection Best Ever Book Of Paper Fun & Amazing Origami: Everything You Need To Know About: Papercraft Skills; Decorative Gift-wrapping; Personal Stationery; ... Origami; Fabulous Objects And Beautiful Gifts Creative Lettering and Beyond Art & Stationery Kit: Includes a 40-page project book, chalkboard, easel, chalk pencils, fine-line marker, and blank note cards with envelopes (Creative...and Beyond) Kids Top Secret Notebook: Children's Gifts / Presents (Stocking Stuffers / Fillers) [Small Secret Writing Journal] (Kids 'n' Teens Stationery) Outlander Deluxe Stationery Set Designing the World's Best Public Art (Designing the World's Best Series) Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands Designing Brand Identity: An Essential Guide for the Whole Branding Team Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) RCadvisor's Model Airplane Design Made Easy: The Simple Guide to Designing R/C Model Aircraft or Build Your Own Radio Control Flying Model Plane Abundance by Design: Discover Your Unique Code for Health, Wealth and Happiness with Human Design (Life by Human Design Book 1) SketchUp for Interior Design: 3D Visualizing, Designing, and Space Planning

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help