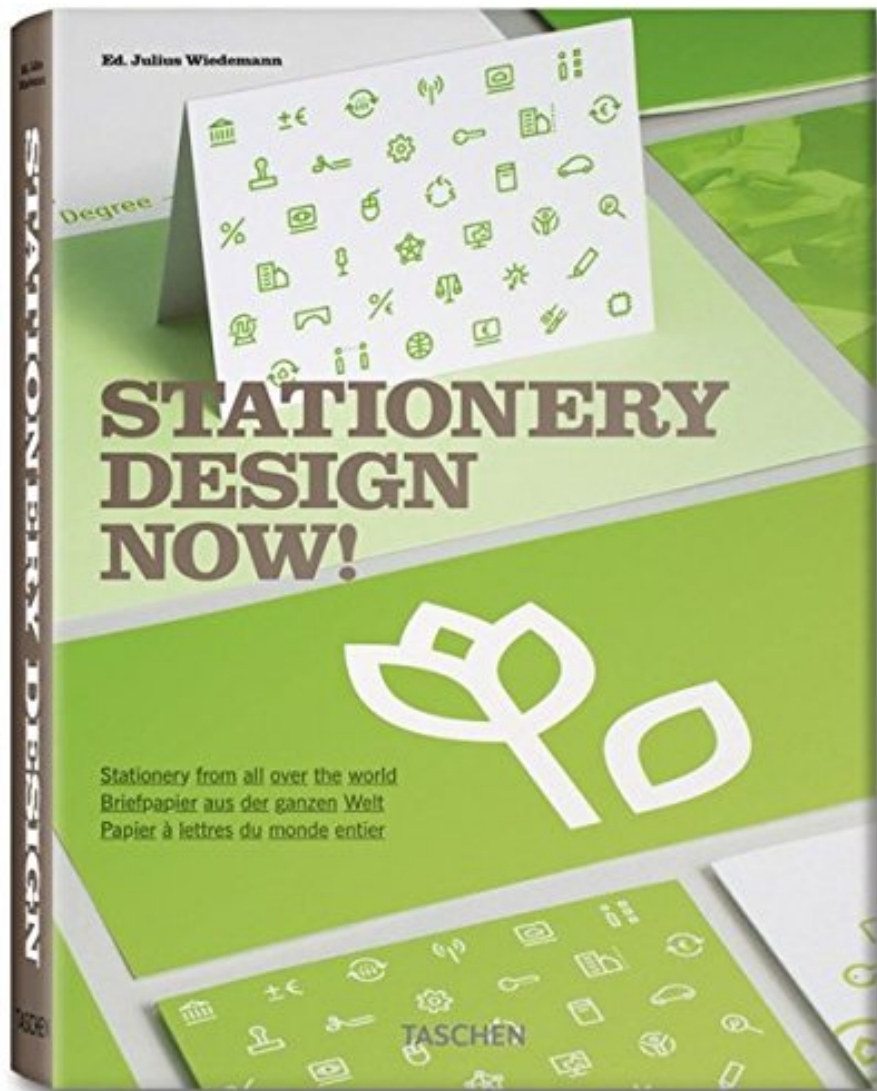


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About the Author

Julius Wiedemann studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. His many TASCHEN titles include Illustration Now!, Logo Design, Jazz Covers and Information Graphics.

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Communicating elegance and sophistication: Outstanding letterheads, envelopes, and business cards from around the world - good ideas by the hundreds Whether you're starting your own business or simply trying to stay in business, three paper-based items are absolutely crucial to your company: letterhead, envelopes, and business cards. These items, along with your logo, are the pillars of a well-defined corporate identity. Though seemingly ephemeral, the subliminal communications value of elegant stationery cannot be overestimated. The best stationery works hard for you, front-loading your corporate or freelance image, and conveying your company values in the most tangible way. Traditionally, many of the world's most successful companies, whatever their size, have relied heavily on sharply-focused stationery. Whatever your field, these three elements of corporate identity are vital for any successful business.

This book presents over 200 outstanding stationery projects from companies all over the world, with a historical and technical essay about the role of stationery design by Jay Rutherford, Professor for Visual Communication at Bauhaus University Weimar. For anyone considering new stationery, or even an upgrade, Stationery Design Now! provides a plethora of inspiring ideas. Text in English, French, and German

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a good picture book

By pez dispenser

i find the book description found on this site to be blatantly misleading.

"This book presents over 200 outstanding stationery projects from companies all over the world, analysing their strengths, with comments from specialists on the role of corporate identity today."

the book simply shows examples of various stationary work, there is no analysis of strengths, no comments from specialists, just pictures and labels indicating who made the design and for whom.

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0 of 0 people found the following review helpful.

pretty but not informative

By Sarah

Visually the book is gorgeous. Spreads upon spreads of beautiful, classy stationery design. I think it would be a huge plus if some of the elements were explained in slight detail for each or every other design, just to make it more informative for the new designer. I'm not complaining though, I love the book. It's been a great reference point for someone who's never collected magazines/stationery/print samples in her life and suddenly needs to look at examples.

1 of 1 people found the following review helpful.

Excellent Resource

By nabrubus

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