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Projects are culled from international corporate giants; nonprofit organizations; and small, private institutions, all with a variety of budgets. Designers wrestling with their letterhead and logo projects because they are restricted by the colors they can use, the amount they can spend, the needs of the client, and the tight deadlines will find inspiration in this book.

Both design firms and their clients will find this an invaluable resource for inspiration and ideas that grab the viewerÆs attention and create a lasting impression.

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