

## Stationery Design Now!



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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