



Designing your Identity: Stationery Design

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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.

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Editorial Review

From the Inside Flap

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.

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About the Author

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.

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