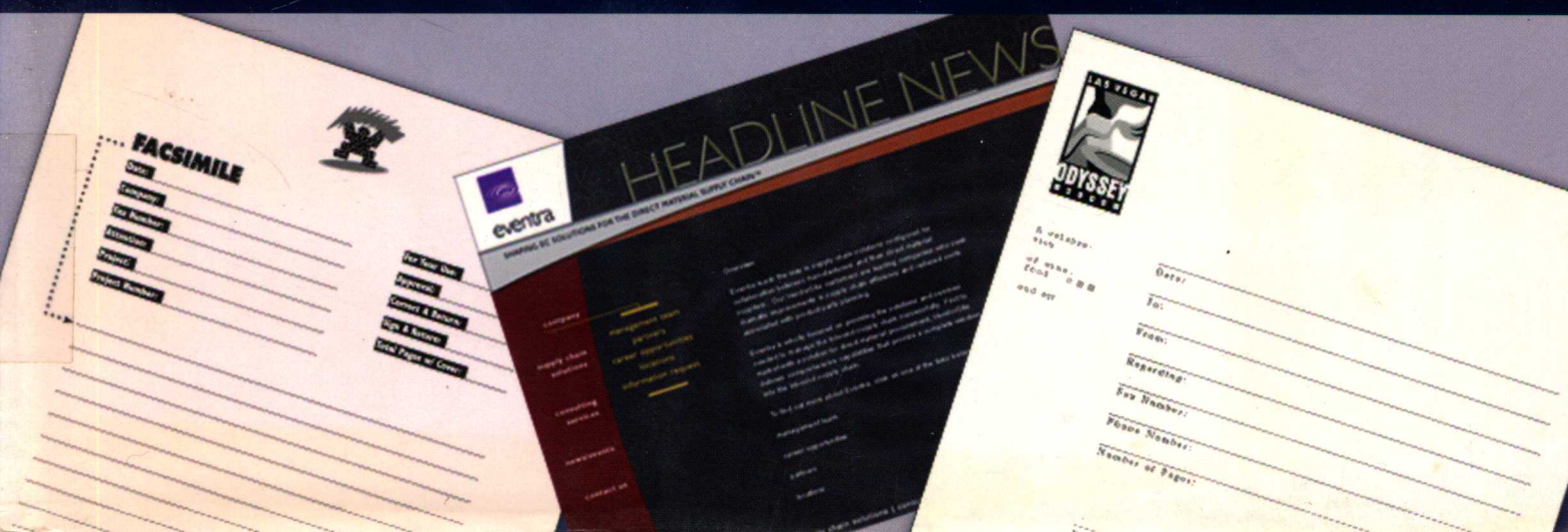




# The **BIG BOOK** of **DESIGNS** for **LETTERHEADS** and **WEBSITES**

David E. Carter



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**LETTERHEADS**  
and **WEBSITES**

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**David E. Carter**

art director  
**Suzanna M.W. Stephens**

designer  
**Frank L. Yates**

J534.4

W025



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First published in 2002 by HBI,  
an imprint of HarperCollins Publishers  
10 East 53rd Street  
New York, NY 10022-5299

Distributed in the U.S. and Canada by  
Watson-Guptill Publications  
770 Broadway  
New York, NY 10003-9595  
Tel: (800) 451-1741  
(732) 363-4511 in NJ, AK, HI  
Fax: (732) 363-0338

ISBN: 0-8230-0488-0

Distributed throughout the rest of the world by  
HarperCollins International  
10 East 53rd Street  
New York, NY 10022-5299  
Fax: (212) 207-7654

ISBN: 0-06-620941-2

First published in Germany by Nippan  
Nippon Shuppan Hanbai  
Deutschland GmbH  
Krefelder Strasse 85  
D-40549 Dusseldorf  
Tel: (0211) 5048089  
Fax: (0211) 5049326  
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ISBN: 3-935814-09-7

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The internet has brought massive changes to the business world. Even though dot-com retailers have taken a beating in the stock market from time to time, more and more people are buying merchandise online. Virtually every business has its own website.

A less subtle, internet-driven change has come to the world of letterheads. When was the last time you sent a business letter? How many do you send a month now?

Has e-mail replaced your standard first-class mail letter? The answer is most likely "yes".

While e-mail has replaced business mail, ironically, personal presentations have become more important. So, while the press runs are now smaller for letterheads and envelopes, the quantity of business cards being printed has increased. And, the use of presentation folders has become much more common.

This started out to be a big book on letterheads. The more we (my publisher and I) talked about the concept, the more we realized that the function of the letterhead set is changing, and some of that function is being replaced by the fax, by e-mail, by presentation folders, and by websites.

As designers, we must constantly reinvent ourselves; we must change to keep ahead of the curve. This book was designed to be a comprehensive reference on how designers have created consistent identities using both paper and pixels.

In design, the only constant is change. May we all profit from change, rather than being victims of it.

D. Cant

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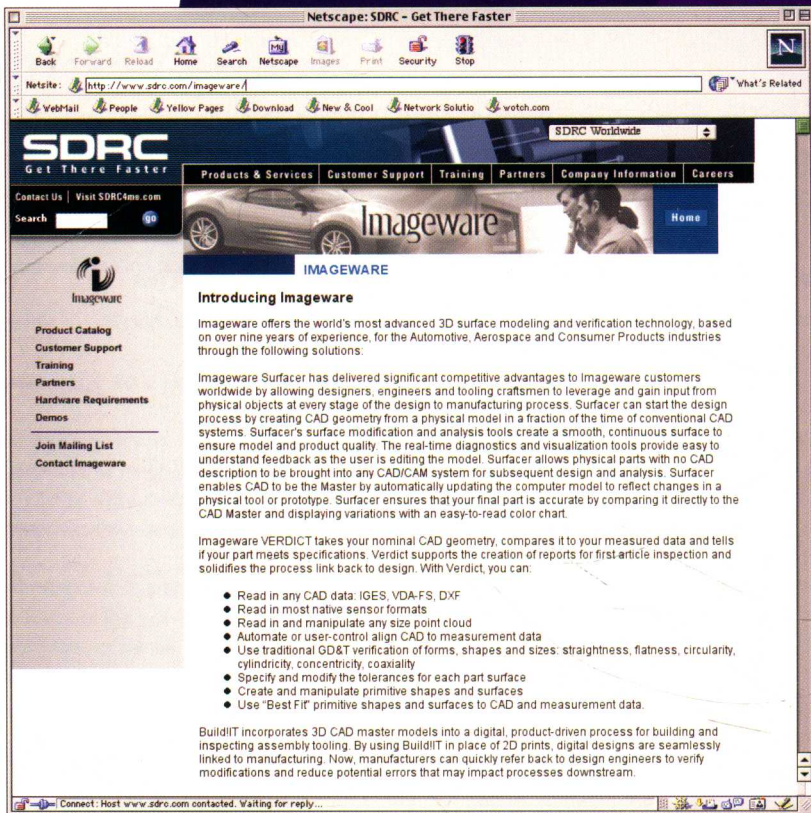
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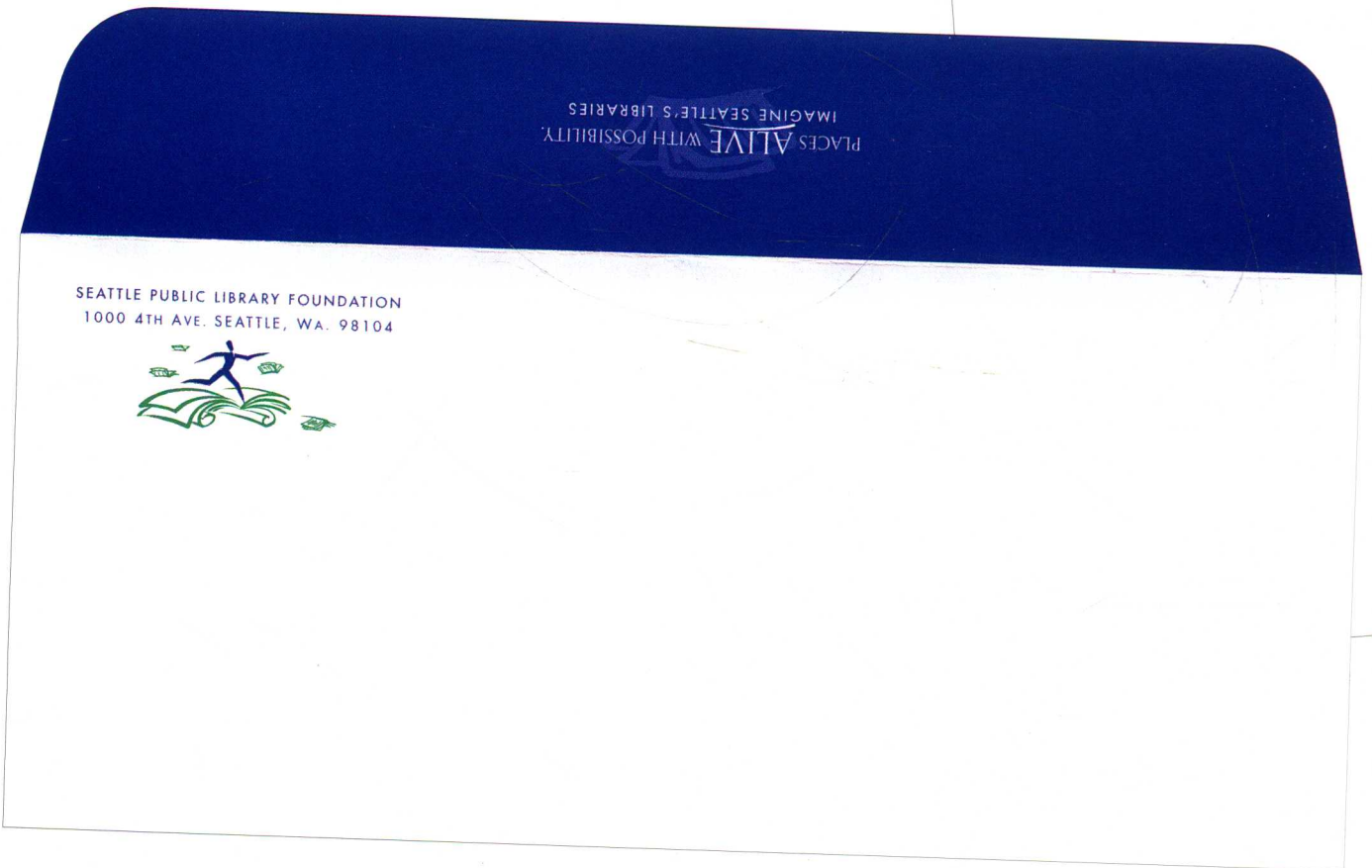
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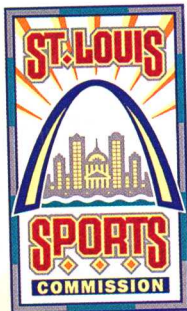
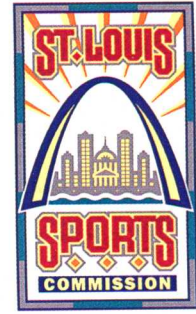
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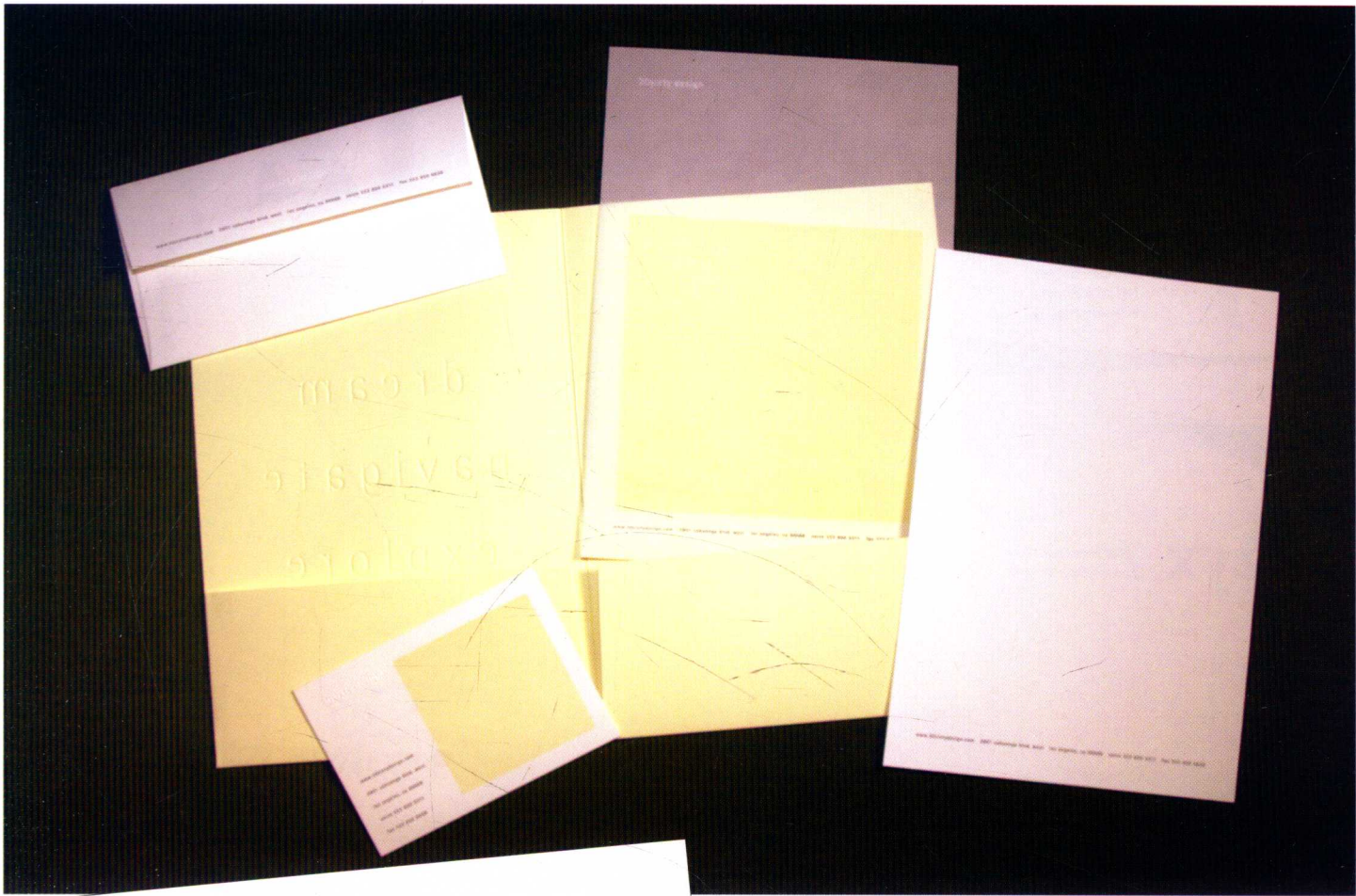
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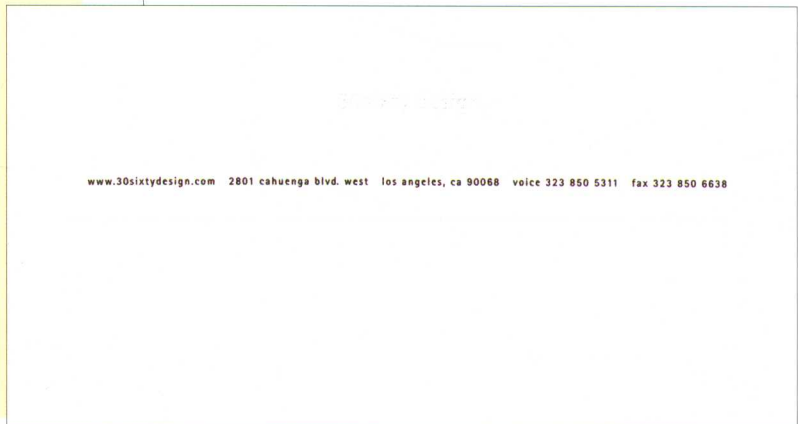
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