



AMERICAN CORPORATE IDENTITY 2008

David E. Carter
Suzanna MW Stephens

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COLLINS | DESIGN

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An abstract graphic design featuring a black background. On the left side, there are several diagonal bands of color: a thick blue band at the top, followed by a white band, and then several thinner white bands. These bands appear to be made of many fine, parallel lines, giving them a textured, brush-stroke-like appearance. The bands extend from the left edge towards the right, where they fade out. The title 'Complete Corporate Identity Programs' is written in a clean, white, sans-serif font on the right side of the image.

Complete Corporate Identity Programs



client
American Paper Corp.
design firm
ID Group
idgrouppr.com
designers
Jorge Colón,
Abner Gutiérrez,
Mayra Maldonado



el boletín

de American Paper

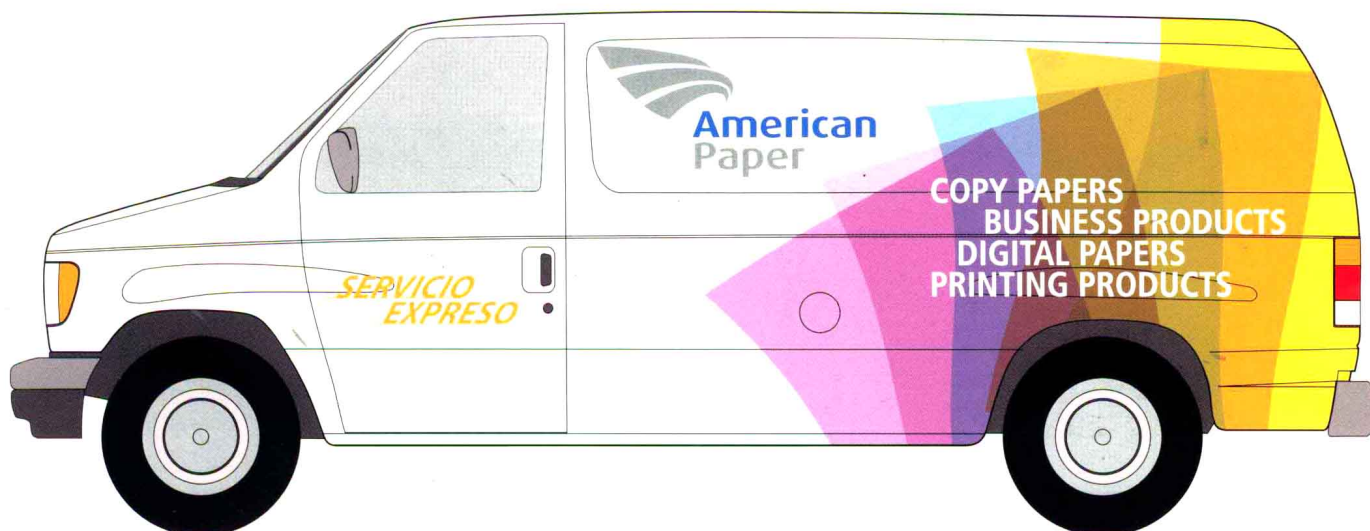
American Paper revela su nueva Identidad Corporativa

Nueva Identidad y Nuevos Planes

REDACTED

Vivimos tiempos veloces. La tecnología vuela y los negocios deben adaptarse a las necesidades cambiantes de sus clientes. La fórmula ganadora consiste en anticipar las exigencias del consumidor, traer propuestas innovadoras a la mesa y simplificar la vida al cliente. En American Paper nos tomamos esta fórmula muy en serio. Gracias a nuestra filosofía de responder de forma consistente y rápida a los requerimientos de nuestros clientes hoy marcamos una nueva etapa. Como parte de nuestro plan de desarrollo y ante el crecimiento experimentado en los últimos años, en American Paper decidimos revitalizar nuestra identidad corporativa. Así que comenzamos por rediseñar nuestro logo.

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