

THAG
THINK & GROW

The **BIG**
BOOK of

CORPORATE IDENTITY DESIGN

Edited by
David E. Carter

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"Anybody
can make
the simple
complicated.
Creativity
is making the
complicated
simple."
Charles M.

THE CLEANER CLEANER
NOTES

GEORGIA
PEACH

OREGON
BERRY

AFTER THE FALL



VERMONT
APPLE

8 FL OZ (237mL)

AFTER THE FALL



KIWI BEAR
PUNCH

CAPE COD
Cranberry

The **BIG**
BOOK of
CORPORATE
IDENTITY
DESIGN

editor

David E. Carter

art director

Suzanna M.W. Stephens

designers

Cynthia B. Combs,

Anthony B. Stephens

The Big Book of Corporate Identity Design

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In the 1980s and early 1990s, Japanese publishers produced some outstanding books on corporate identity. Those books did a great job of showing the corporate identity programs of a large number of companies.

As much as I liked those books, they had two shortcomings: the books were extremely expensive, and most of the work shown was for Japanese companies.

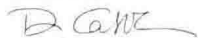
A year or two ago, my publisher came up with the "Big Book" concept. I patiently awaited the chance to do this book; all the while, I had those Japanese books in mind.

Finally, I got to produce my answer to the books from Japan. First of all, this book is very affordable (about half the price of the ones from Japan). Second, the work is from design firms from the USA and around the world. This book is a good global overview of some of the outstanding corporate identity programs in use today.

One short personal note: many people have asked me how we (my publisher and I) can produce high quality books and sell them at such a good price. The answer is high sales volume. The "Big Book" series has climbed to the very top of the list of bestselling graphics books. That success is due to people who find these books worth buying.

To all of you who have made this series so successful, thanks. We'll do our best to keep producing books that deserve your support.

Thanks,



David E. Carter

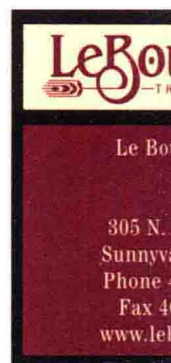
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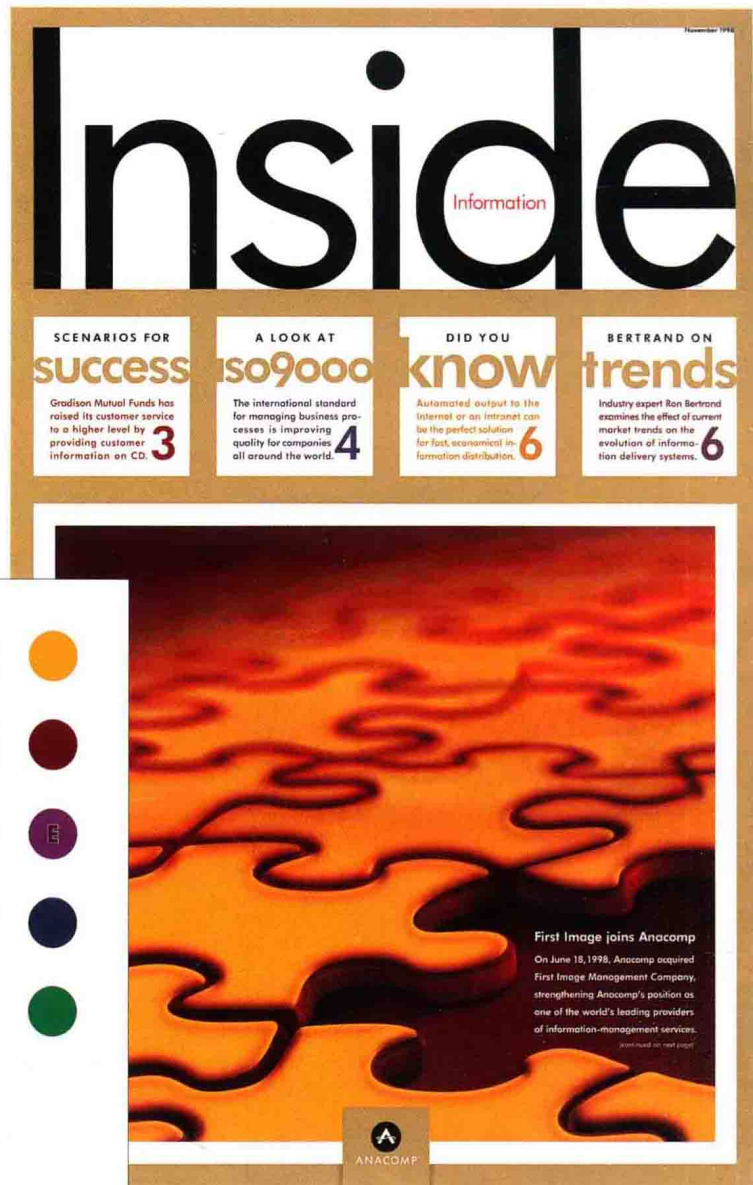
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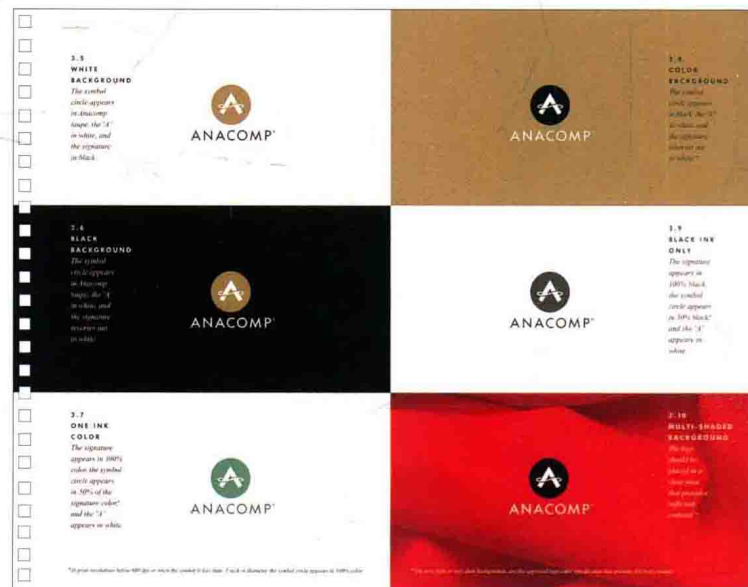
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 David Adey, Deborah Hom
 illustrators
 Tracy Sabin, Jeff Samaripa,
 Miguel Perez
 client
 Anacom
 (information management services)



Inside Information

service is key

In today's fast-paced business world, time is more precious than ever. Customers rely on the companies they deal with to help them conduct business swiftly and efficiently. As a result, customer service is a vital part of doing business, and a customer service problem is a serious competitive disadvantage.

RECIPE FOR
SUCCESS



Gradison Mutual uses CD
to cut response time for
customer service.

That was the challenge facing Gradison Mutual Funds of Cincinnati, Ohio. Gradison manages \$3 billion in six mutual funds for 150,000 customers. The company generates about 20,000 pages of customer statements a month, and until recently, they stored these statements only on microfiche.

Macofiche serves Gradison well for archiving, but it doesn't allow quick enough retrieval for their service representatives to answer customers' questions on the spot. "Customer requests for information were given to clerks who had to spend many hours looking through microfiche to locate specific information," explained Mary Figgins, vice president at Gradison. "This was frustrating for our customers and costly for us."

A better solution. Gradison needed a better solution, one that would offer rapid electronic access at low cost. CD was the perfect candidate. With its 650-megabyte capacity, a single CD can store several months of customer records, all electronically accessible in seconds. And with its low cost, CD can deliver this information to all of Gradison's service representatives very economically. But how was Gradison to put its information on CD? Encouraged by the high-quality COM services they were receiving from Anacom, Gradison turned to Anacom's ALVA CD Services. Now, for a low service fee, Gradison has its information delivered on CD as little as 24 hours after the original information is generated. Each disc is a complete package, with fully indexed information and a powerful Windows-based viewer. Gradison can even add to the existing information on disc to accumulate information over time.

CD made tremendous improvements to Gradison's customer service right from the start, cutting the response time for customer requests from hours to seconds and expanding the company's services. "Now our service representatives have quick access to customer information at their desktops," said Figgins. "We also can produce a duplicate printed copy of a statement right away at the customer's request."

Meeting the challenge. CD proved to be such a success for customer service that Gradison decided to use it for another application: storing and distributing customer records, including mutual fund histories, going back to 1986. "We wanted to preserve data from an old system that we were phasing out," Figgins explained. "ALVA CD Services enabled us to migrate those critical data files to a much better medium. Now we can distribute that information to our brokers on CD, giving them rapid access to more than ten years of individual customer histories."

"Our company has seen significant benefits from using CD," concluded Figgins. "Not only has our customer service become more responsive and friendly, but we're able to manage our documents and customer records better. And because we can add information to a disc over time, we know the information is always current." The business challenge of today is to deliver the best value in products—and the customer service to match. With its powerful storage and retrieval capabilities, rapid turnaround, and low cost, CD is helping Gradison meet that challenge.

Inside

Information

BULK RATE
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ESCONDIDO, CA

12345 Crosshairs Circle, Poway, CA 92064



Look inside for news
on web-based access,
outsource services,
application tools, and more.

Anacom Inside Information

RECIPE FOR
SUCCESS



DOCUMENT DELIVERY: SERVICE IS THE CHALLENGE AND THE SOLUTION

Fiduciary Trust Company International is a global investment firm, managing assets for both institutional and individual investors. With almost 70 years of investment experience, Fiduciary Trust takes pride in offering its customers a combination of strong performance and personalized service.

A customer-service challenge. Not long ago, limitations in Fiduciary Trust's internal document-delivery system were starting to become a problem. The company was using a COLD system to output customers' monthly statements to optical disc for use by customer-service representatives. But this arrangement was a real drain on Fiduciary Trust—it took a lot of labor by IS personnel to produce the discs each month, and it cost extra to add seat licenses for the proprietary viewing software. When the supplier of the system went out of business, Fiduciary Trust was left with no support—and a system that was not Y2K-compliant.

It was time for a new approach, and Vice President Pete Checo took on the challenge. As Checo recalls, "We considered buying a new system, but that would have left us

with some of the same difficulties as before, namely the cost of running the system and the danger of obsolescence. We decided to avoid these problems by switching to CD-ROM and outsourcing the CD production."

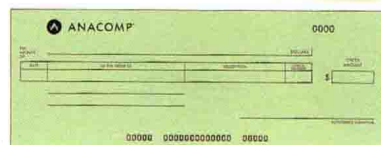
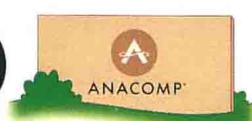
A CD service solution. Fiduciary Trust evaluated CD solutions from a number of service providers, including Anacom, a longtime provider of reliable document-management services for Fiduciary Trust. After a careful analysis, Anacom's CD Document Services emerged as the winning solution. "Anacom gave us one key advantage," continues Checo. "Our statements are generated in Xerox MetaCode, and Anacom's CD service was the only solution we found that let us view and print MetaCode documents identical to the originals. Plus, the viewing software comes on every CD, so there's no cost for seat licenses."

Now, Fiduciary Trust is serving its customers more efficiently and consistently than ever. And thanks to Anacom's CD Document Services, Fiduciary Trust's personalized service will remain a competitive advantage for years to come.

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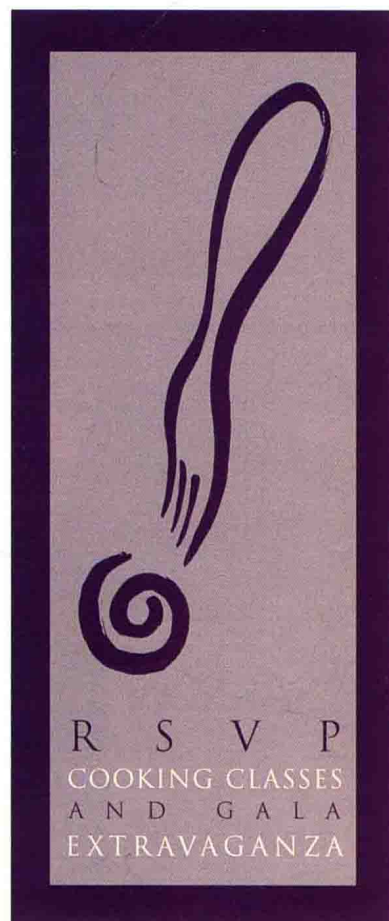
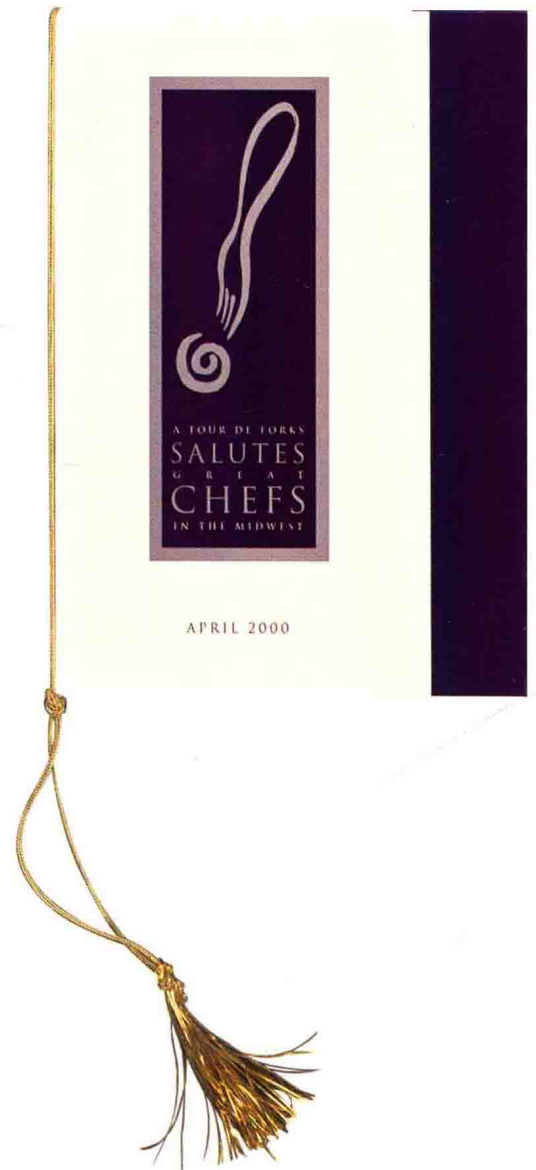
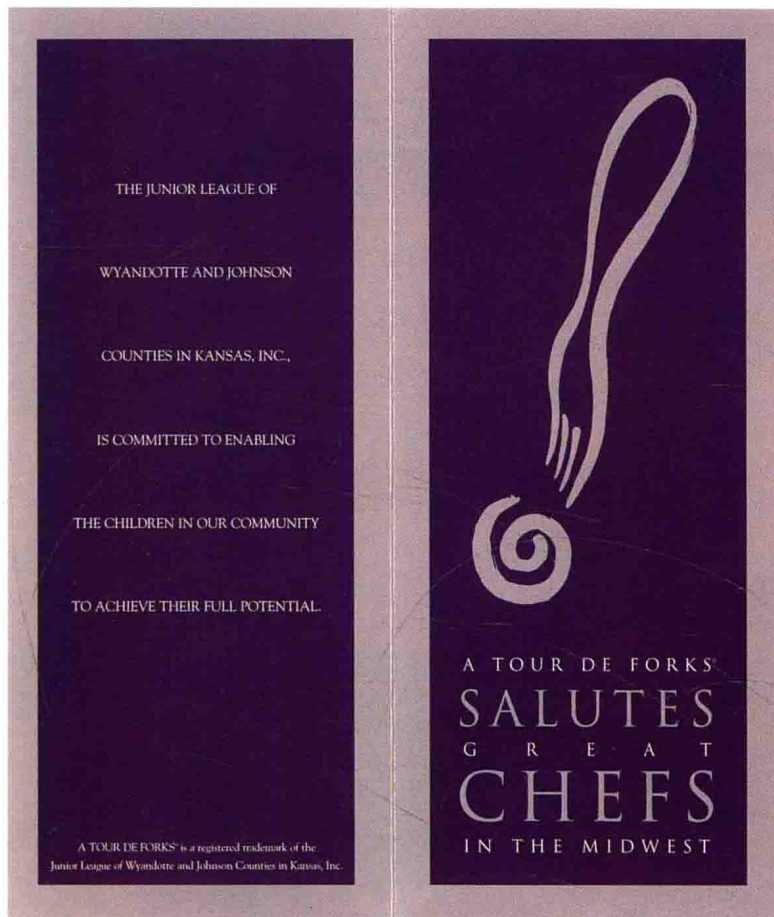
Applications

The Anacom logo can be applied to virtually any surface for a wide variety of communications and promotional uses. The corporate style guidelines should be observed in all applications.

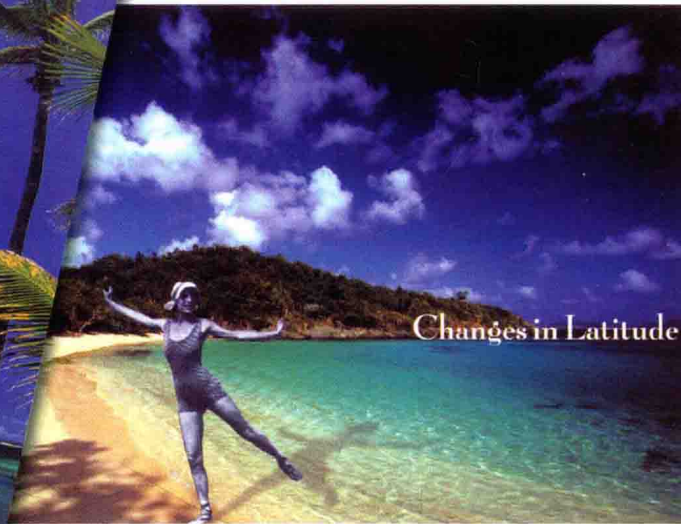
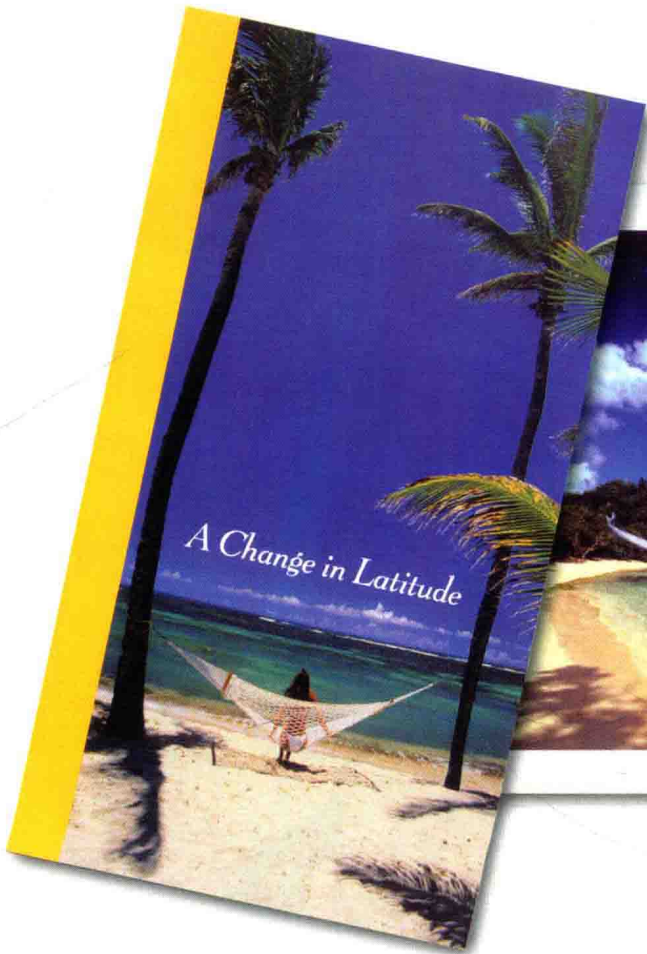
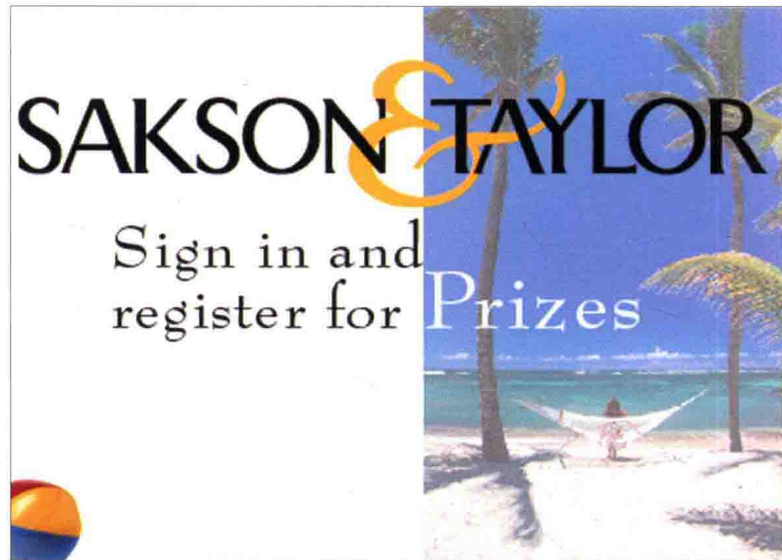


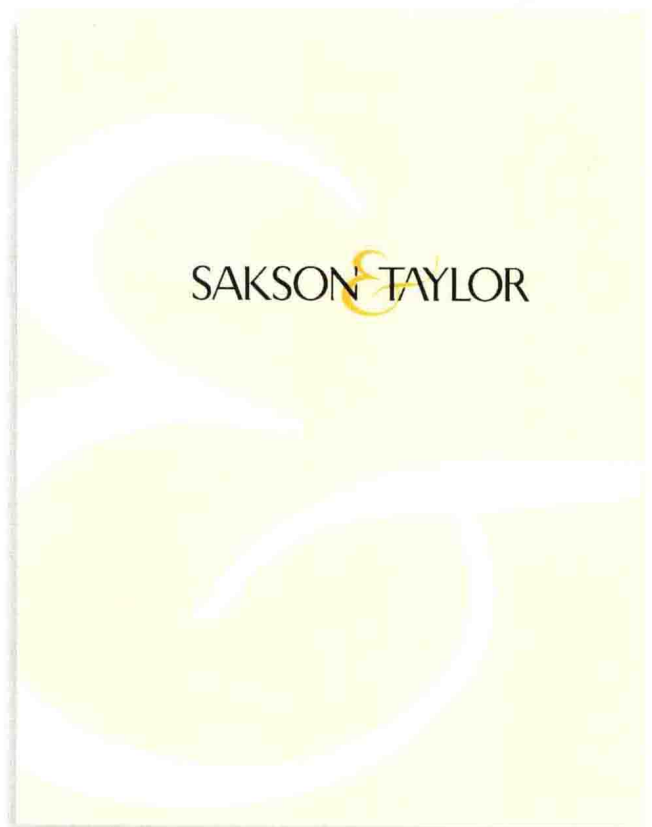
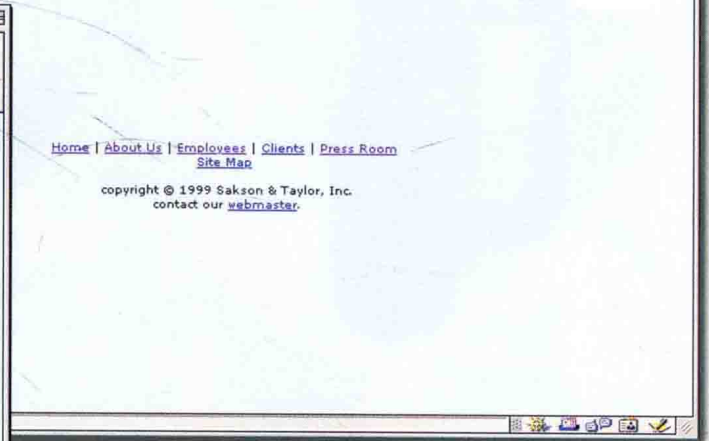
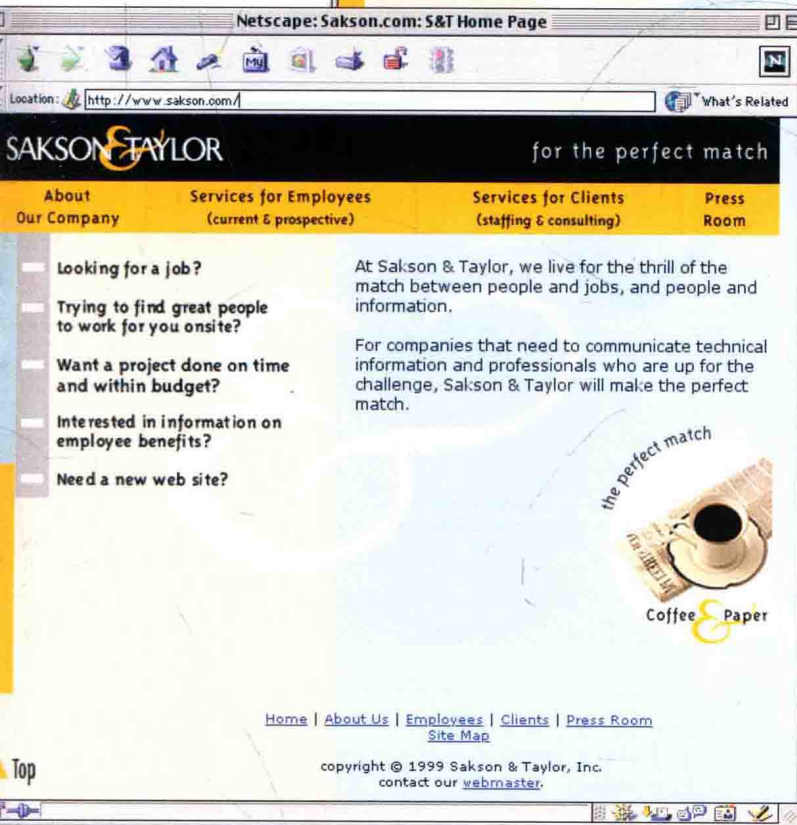
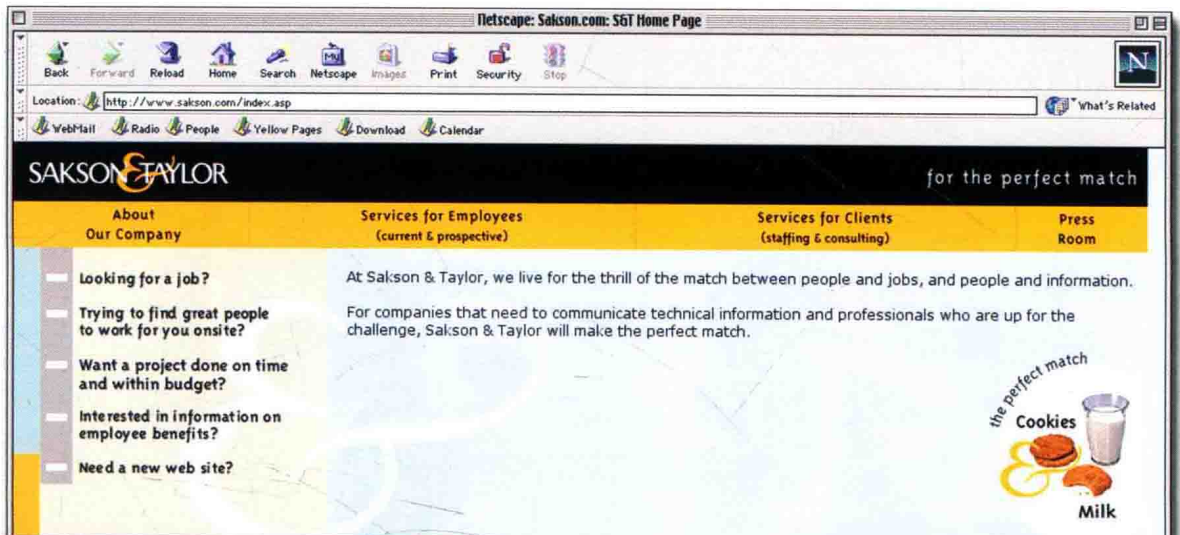


design firm
EAT Advertising & Design
 Kansas City, Missouri
 designers
 Patrice Eilts-Jobe, DeAnne Dodd
 client
 PB&J Restaurants/Great Chefs of the Midwest
 (fundraiser)



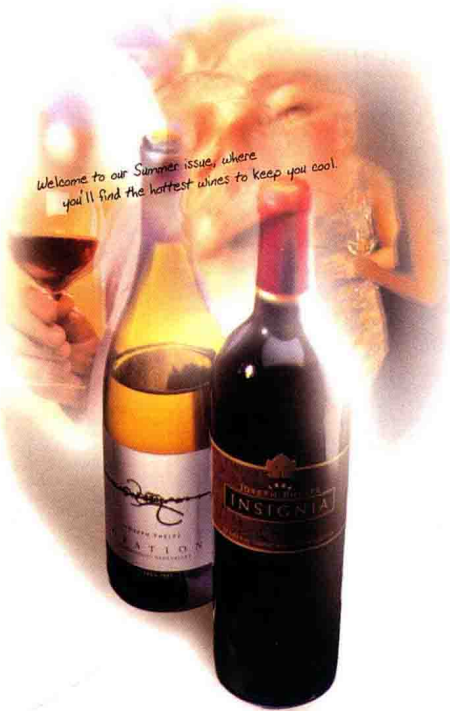
design firm
Walsh & Associates, Inc.
Seattle, Washington
designers
Miriam Lisco, Rob West
client
Sakson & Taylor
(technical communications for business)





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Colin O'Neill
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is the only true source of

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we embrace this philosophy, which is
why we created our exciting wine and
Food Clubs. The California Wine
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unique places, people and products. We
know because we live, work and play in
the heart of Wine Country: The Napa
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you too will get a taste of that Wine
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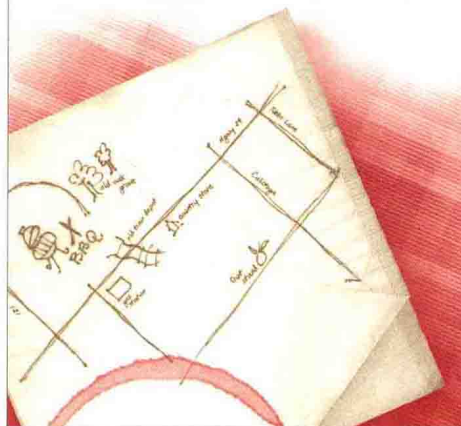
AMBROSIA FINDING THE BEST, THE BRIGHTEST, THE NEWEST AND THE HOTTEST WINES

"Sometimes I wonder, what I'm a-gonna do
But there ain't no cure for the summertime blues."

It's obvious that wine was far from the mind of late rockabilly artist
Eddie Cochran when he penned that tune in 1958. If it had been,
Mr. Cochran may have written "Hot Fun in the Summertime" instead.
But finding the right summer wine can be a daunting task. Within these
pages lies the prescription to all your summertime blues.

Summer Treasures

Whether it be a formal soiree, a backyard barbecue, or to accompany
the gentle sway of the hammock, summertime is all about wine that's
ready to drink NOW. Start with a chilled, bright white that helps to cool
you as the sun warms your skin. Then move onto a red, one born to
accompany the fresh, bold flavors of food hot off the grill—nothing heavy,
nothing finicky. And as the sun goes down, take a break from the intense
heat with an Aged Cabernet from our Collector's Corner. Cheers!



MERLOT

MADE IN A CALIF. VINEYARD

Introducing also:
Vine Club 1996 or 1997 Merlot
Harvested from four Napa vineyards,
the '96 combines the Carneros
region's typical softness with a little
Up-Valley oomph from Rutherford
and Oakville. Showcasing each
region's unique character, this wine
begins with rich, forward fruit which
is balanced exceedingly well by the
soft, supple finish and ample, but soft
tannins. The '97 is ripe and rich with
black cherry, currant and spice nuances.
This medium to full bodied wine is a winner!

'96 - \$27.00/Bottle \$33.00/Bottle/Case of 12 unless W-VC-M96-D
'97 - \$35.00/Bottle \$41.00/Bottle/Case of 12 unless W-VC-M97-D

Silverado Vineyards 1997 Merlot Change is good.
Forced to replant their primary Merlot vineyard due to that nasty root eating
louse Phylloxera, Silverado turned to their Mt. George Vineyard located in the
hills east of Napa. Even with the vineyard change, they didn't miss a beat as the
'97 is as good as ever, with flavors of plum, bright raspberry and exotic spices
all tied together with fine tannins.

\$25.00/Bottle \$22.50/Bottle/Case of 12 unless W-SD-M97-D

Clay Du Val 1996 or 1997 Merlot No softer here.
As Merlot's soaring popularity rages on, its soft reputation is beginning to
wane. Case in point is the '96 Clay Du Val with its big, full-bodied fruit
upfront, a great core of ripe fruit in the middle, topped off by a firm, but
velvety finish. Its not the neighborhood bully, but the '96 has the muscle to
stand up to him. The '97 is even more powerful and straight forward.

'96 - \$30.00/Bottle \$27.00/Bottle/Case of 12 unless W-CD-M96-D
'97 - \$30.00/Bottle \$27.00/Bottle/Case of 12 unless W-CD-M97-D

POST CARDS from Wine Country

Lat,
News from the front Appellations and
designations are throwing And most
definitely here to stay Appellations
other appellations, and then there's
vineyard designations. Confused yet? What's
it all about? In a nutshell, even better
one than ever!! Any oenophile, novice or
epicurean aficionado worth his/her weight
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Letting the days go by,
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No starch this time
PSS. Card mailed, send cash!

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French word that is legally
defined geographic area
where wines are made,
such as Napa Valley.

Vineyard designation:
Vineyards known for their
distinct character which
results in high quality wines,
such as Martha's Vineyard

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