

# GLOBAL CORPORATE IDENTITY

# 3



DAVID E.  
CARTER



# GLOBAL CORPORATE IDENTITY 3

DAVID E. CARTER



**COLLINS | DESIGN**

*An Imprint of HarperCollins Publishers*

GLOBAL CORPORATE IDENTITY 3

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**IN 2003, GLOBAL CORPORATE IDENTITY** was launched by David E. Carter as a sister competition to his highly successful, American Corporate Identity. The goal of both was to showcase examples chosen from the best corporate identity and design solutions in current use. The focus of each would be slightly different. ACI was already presenting work from the United States. GCI's specialty would be identities used in at least one country outside America.

Now in its third edition, designers' interest in GCI has proven that a lot of us are working in an international setting. (In our publications alone, we have a publisher in New York, book designers and production in Kentucky, prepress production in Singapore and Ohio, and printing in China and Canada. This doesn't even take into account the hundreds and hundreds of firms that submit their work to us each year from nearly every continent in the world. [We've yet to receive a shipment from Antarctica.] )

With the ease and inexpensive cost of international communication spurred by the internet, the opportunity for designing in the World Market is better than ever. Global Corporate IDentity 3 offers a venue for that design.





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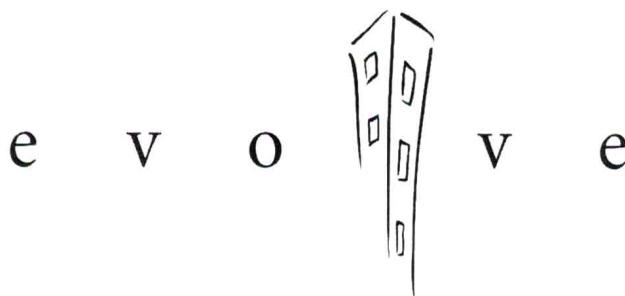
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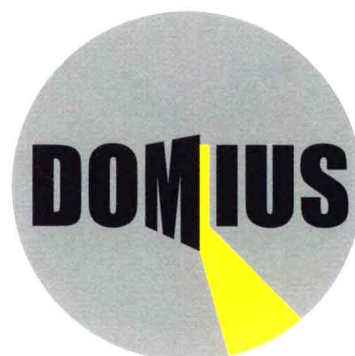
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