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Sense



Synopsis

"Sense" is a two-book package celebrating the best of the magazine. The first book is a collection of the articles from all 96 issues and the second explores each issue visually by showcasing the cover and several spreads, providing insights from some of the top talent in identity design.

Book Information

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Founded in 1945 by Gordon Lippincott, the man who coined the term "corporate identity,"

Lippincott & Margulies has been a leader in the field of identity design since its inception. Building on its strength in industrial design, Lippincott & Margulies helped pioneer the field of package design and brand identity, and many of its early efforts in these areas still fill blue chip positions in their companies' portfolios. They have worked with over 3000 clients including Amtrack, Betty Crocker, Campbells, Citgo, Coca-Cola, Duracell, FTD, General Mills, Infiniti, MGM, Pizza Hut, and Xerox and are located in New York City.

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