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<u>Logo History</u>

The International Business Machines Corporation or more commonly referred as the IBM, is multinational technology company that has made itself into a widely known brand.The IBM logo has been through changes for about 128 years. The company had a few predecessors which are International Time Recording Company, Computing Scale Company and Computing-Tabulating Recording Company. It's unlikely for someone to connect the first couple of logos to the current IBM logo. The logos of IBM's predecessors are based the acronyms of these companies and are all in a rich black color. When the International Business Machine appeared in 1924, their first logo wasn't an acronym but the full name of the company in sans serif. The shape is that of a globe wearing a belt that states 'international'. The logo changes afterwards went back to the original abbreviation style of the company.
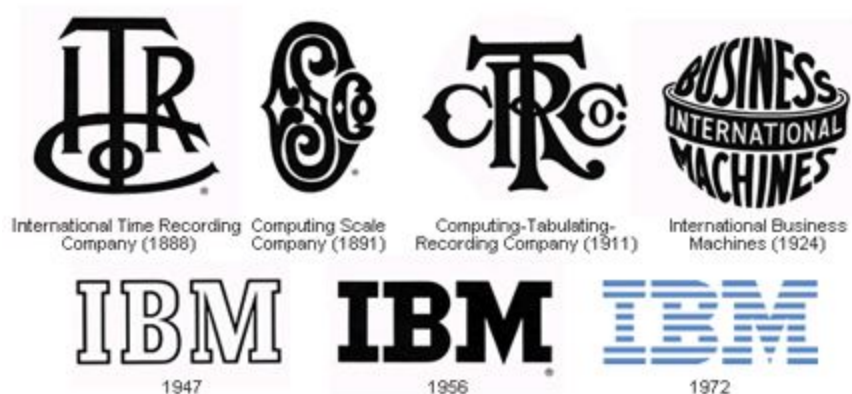

Caption:Evolution of IBM

Not only is the IBM known for establishing a big brand but it has also established some pretty iconic logos. Its current logo was designed by ,"the grandfather of graphic designers himself", Paul Rand in 1972. Paul Rand, also known by his real name Peretz Rosenbaum, was born in Brooklyn, New York in 1914. He was best known for his corporate logo designs as well as being one of the first American commercial artists to embrace and practice the Swiss Style of graphic design. Swiss Style is a graphic design style that emerged in Russia, the Netherlands and Germany in the 1920s, and was made famous as it was developed by designers in Switzerland during the 1950s. It has had a profound influence on graphic design as a part of the modernist movement, impacting many design-related fields including architecture and art. The characteristics of the style are asymmetric layouts, use of a grid, sans-serif typefaces like Helvetica, using just photography and flush left, ragged right text. It emphasizes cleanliness, readability and objectivity.

Caption:Paul Rand

During the 1950's,IBM's newly installed CEO, Thomas J. Watson Jr., saw a lovely store display of Olivetti typewriters and had the epiphany that "good design is good business". Paul Rand was called by Watson since he was known for designing logos for other corporate

companies such as UPS, Enron and ABC. Rand was well-known for presenting only one design concept to his clients. He presented his proposal in elaborate booklets that showcased the versatility of his proposal across many spreads, stretching the client's imagination beyond the page. Rand was part of a design team that included Eero Saarinen, Charles Eames, Isamu Noguchi and Ray Eames. Rand understood that a distinguishing mark was essential to a company's success. Rand had mentioned in the introduction of IBM's logo-usage manual "The value of the logotype, which is the company's signature cannot be overestimated".
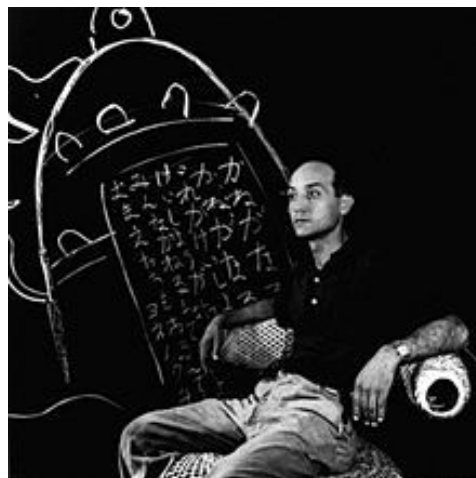


Caption: The Design Team Behind IBM

Eero Saarinen was a 20th-century Finnish American architect,industrial designer and furniture designer. He is well known for his neo-futuristic style, which was a futuristic rethinking of the aesthetic and functionality of rapidly growing cities during the late 20th century-early 21st century movement in the arts, design, and architecture. Charles and Ray Eames were husband and wife American designers who made significant historical contributions to the development of modern architecture and furniture. They also worked in the fields of industrial and graphic design, fine art and film. Among their most well-known designs is the Eames Lounge Chair. Eero Saarinen had a close relationship with Charles and Ray since they attended Cranbrook Academy of Art together. Isamu Noguchi was an American artist and landscape architect who was known for his works in furniture and sculptures. Noguchi also designed stage sets for various Martha Graham productions,

Caption:Current logo

The current logo consists of horizontal stripes which Rand said it established "a better sense of unity in the monogram and suggest a sense of movement". The color is a blue shade which in the corporate world is very professional and shows dominance. This choice of color makes the logo have a distinctive quality. The letters are in a bold, slab serif font and are formed with horizontal bars. Rand made sure that the logo worked in conceivable applications such as

brochures, magazine ads, TV commercials, stationery, building signage, and packaging. The

beauty behind this logo is in its simplicity which makes it globally known.
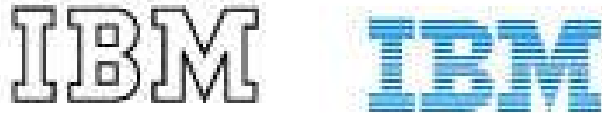
Caption: First and second logo design from Paul Rand

Although Paul Rand was behind the current IBM logo, it was not his the first logo he

made for the company. In 1956, Rand was called to make IBM's logo which defined his

corporate identity. The difference between the previous logo from 1947 to Rand's first design

was he made the counters of the letter B into a square shape, made the weight of the letter M the

same and overall used a typeface that was bolder which gave the logo more bulk. He modified

the logo again in 1967 which looks similar to the current bar logo IBM has now. Except the 1967

logo has 13 bars while the current logo has 8 bars.

Caption: Other works from Paul that relates to IBM

Rand not only worked on the IBM's main logos but the logos of the company's side projects as well. In 1987 IBM partnered with Microsoft to create OS/2 which was a series of computer operating systems. Rand's logo for OS/2 is the name enclosed in a circle with multiples in different colors. Each multiple is skewed to the left side and is enclosed in a black tilted rhombus. In 1990 IBM introduced the XGA which is a high-resolution video display mode that improved IBM's display standard at the time, the 8514/A. The logo for XGA is a black exclamation point with the letters X, G and A in a bold sans serif font. The letters inside consists the colors of green, yellow, pink, red, white and blue mixed up together. In 1992 IBM created ADSTAR which is IBM's previous Storage Products Businesses of eleven sites in eight countries combined into one division. The division encompasses all storage products including disk, optical storage systems and storage software. The logo for ADSTAR is done in a serif font and all the letters are capitalized. The first A in ADSTAR is bigger along with S and R. However, both of the A's have their left stem slanted and in a thinner stroke. Actually, all the letters in the logo have various weight strokes and are all in a dark blue color.

I've learned that the IBM is quite the alternating company. With many changes being done to the company's logo, it still managed to establish the essence of the company. Each change had a lot of thought into the brand of the company. Through its transformations this company always sought out for success and putting itself out there to be known in the corporate world. These logos for companies is what help them run a successful business and make them stand out.

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