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Paul Rand, IBM, 1982

Paul Rand was born in Peretz Rosenbaum on August 15, 1914, and died in 1996. He is a famous graphic designer in the United States and is famous for designing corporate logos. Paul Rand is influenced by the modernist style, so he often uses rich colors and simple geometric shapes in his works to convey a certain message to people.

The design object I chose is the logo poster redesigned by Paul Rand for International Business Machines Corporation in 1982. This poster also has another

name Eye-Bee-M. The main part of this poster is three small symbols. On the left is the eye with brownish-red eyebrows and brownish-gray pupils, in the middle is a pink eye, green wings, and yellow body bee, and on the right is the capital letter M composed of blue stripes. There are several lines at the bottom of the poster explaining the meaning of each icon and Paul Rand's signature. The background of the poster is pure black.

This poster was designed for IBM. Before the birth of this logo, IBM's logo was composed of blue striped serif font IBM letter. Paul Rand used eyes and bees to replace the letters I and B and continued to use the letter M in the previous version of the logo. This design method reminds me of the "Up to the present there has been no kind of representation as completely comprehensible to all people as photography. So we are faced with a book form in which representation is primary and the alphabet secondary." written by El Lissitzky in *Our Book*. The most important thing in the design is not the letters, but the content the author wants to express. In terms of pronunciation, the word eye is homonymous with the letter I, and the word bee is homonymous with the letter B. Rand uses the symbols of this homonymous word to replace the letters to make the logo more interesting. In addition to pronunciation, I think the symbols of eye and bee designed by Rand are similar to the letters I and B. For example, you can imagine the eyebrows as the point of the letter i, the eyes as the vertical line of the letter i, and the bee symbol I think is like a horizontal letter B. The logo designed by Rand through a similar pronunciation and a similar shape allows people to still know that it is expressing the letters I and B, even if the letters I and B

do not appear in the poster.

The content in Course in General Linguistics written by Saussure, there is a sentence "the linguistic sign units, not a thing and a name, but a concept and a sound image. The latter is not the material sound, a purely physical thing, but the psychological impact of the sound, the impression that it makes on our senses." When people see a word, they not only think of the object represented by the word, but also think of the psychological impression left by the object. When people see the eye symbol in Eye-Bee-M poster, they may think of observation, insight and care, while bee symbol people may think of collectivity and diligence. Because this logo belongs to IBM company, people may associate the characteristics they think with IBM company. Thus, people subconsciously think that the image of IBM is insightful, can observe the needs of users, and think they are diligent. This way of associating people with other meanings through symbols is an application of Semiotics in design, which adds a layer of deep meaning to design.

In addition to the excellent application of symbols in the logo, I also feel very special in terms of color. Because in my impression, the colors of logo are usually three or less, but this logo uses eight different colors. I think Rand uses so many colors to design the logo, first of all, it may be to break people's stereotype of logo, and also to show that IBM attaches importance to different groups of people (Multiple colors represent different groups of people). In addition, I also found that there is a gradual transition from eye to bee to letter M. first, eye is composed of two parts, bee's belly part is composed of four parts, and the letter M is composed of eight parts.

This multiple-increasing design can lead people to read from left to right naturally, and the increasing number of components may also represent more IBM services, or the company is getting better and better.

The eye-bee-m poster designed by Paul Rand uses symbols, rich colors and simple geometry to break the conservative image of the original IBM logo, making the logo more recognizable and novel. In addition, the use of symbols also adds a deep meaning to the logo and conveys a strong message to people, So I chose this poster as the design object of my first paper.

## References

El Lissitzky. Our Book.

Ferdinand De Saussure. Course in General Linguistics. Edited by Charles Bally and Albert

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