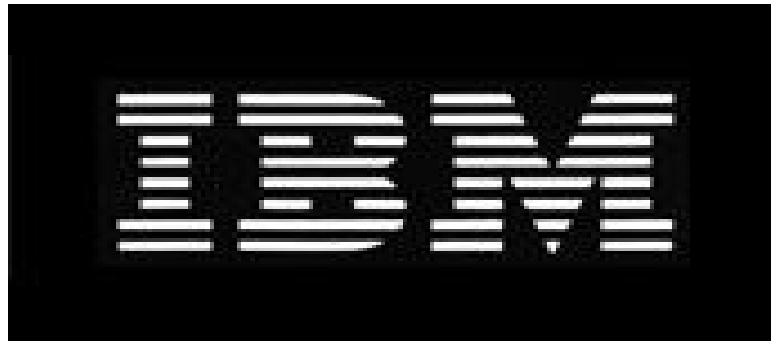


Gaige Rosario

Digital Media Foundations

CDMG 1112 - Sec. D308

Professor Thelma Bauer



IBM logo History

International Business Machines better known as IBM is an ambitious influence for over a century. A Business bred in Auburn NY, with a true grit by Willard L. Bundy. Bundy invents the Mechanical Time Recorder sparking Bundy Manufacturing in 1888. Years and years before the iconica acronym "IBM" the business took on an array of names and logo designs. Bundy Manufacturing becomes the International Time Recording Company (1888) and eventually merging with the Computing Scale Company to become the Computing-Tabulating-Recording company in 1911. Inventions were the drive of this group to manufacture timeless business equipment. Intelligent and Professional work got this company off the ground and their attention to detail showed through the early logo designs.

The first official logo surfaced was "ITRC" a simple layer of sleek san serif capital letters. The ITRC sold time recorders patented by Willard L. Bundy. The ITRC Logo balances each character layering on top of each other yet connecting at certain points and still works very well. The "CSC" logo was a decorative serif much different of the new partner. A large C hugs an S and smaller C tucked close over an even smaller O make the CSC logo. Two Dayton, Ohio based businessmen named



Edward Canby and Orange O. Ozias began producing and distributing commercial scales. “CTR” logo shows the balance of both characters styles with elegant symmetry. The power of a strong logo design is shown throughout each logo and that promotes a strong business morale. A company motivated to progressing the modern business through its machines. It was a CFO Charles R. Flint who oversaw the merging of these companies and was in part responsible for the commissioning the new logo designs. Again and Again the brilliance of an ever-evolving company to change its logo with another masterpiece. Thomas J Watson Sr. becomes the GM in 1914 and enforces a company wide motto “ THINK .“



All of these Businesses became the International Business Machines corporation as we well know it in 1924. With the new name came a new logo with a revolutionary change in perspective. Bending the words Business and machines to form a sphere and international wrapped around the middle to complete A globe effect. Using a San-Serif font allows an easier read for the viewer in this new concept. Expanding further on their impressive logo design history. A swift new change in appearance to show authority as a business institution. Transition to computers was a hard time for IBM, and after 22 years change was overdue. Beton Bold is the typeface chosen to display the companies new choice “ I B M “ replacing the famously grown globe. Paul Rand, world renowned Graphics Artist, is commissioned to design the new logo. Rand uses a simple 8 or 13 blue bars to form the companies top 3 letters “ I B M “



(pictured above.) the three letters “IBM” are in a slab serif font making them easily visible through the lines. Rand intentions were to give the logo consistency as well as speed & dynamism. Rand also channeled his inner artist creating an offset lithograph poster. This poster replaces the I & B letters with pictographs keeping the iconic M. A in-house poster humanized the company so well its continued to be used many ways.



A true Business of Businesses IBM has set a high bar for corporate design powered by an amazing Paul Rand. Timeless and Transcending Logo throughout the years and each as unique. The history of logo design for IBM is rich in success and a future just as bright.

Sources

Famous Logos. “IBM Logo - Design and History of IBM Logo.” *Logo Design Blog RSS*,
www.famouslogos.us/ibm-logo/.

IBM Archives. “IBM Logo.” *IBM - Archives - History of IBM - United States*, IBM Corporation,
http://www-03.ibm.com/ibm/history/exhibits/logo/logo_1.html

Rand, Paul. “Paul Rand IBM 1982.” *Lee Bontecou. Untitled. 1959 | MoMA*, MOMA,
www.moma.org/collection/works/7374.

Rand, Paul. “Poster, Eye, Bee, M (IBM), 1981.” *Cooper Hewitt, Smithsonian Design Museum*,
<https://collection.cooperhewitt.org/objects/18695343/>