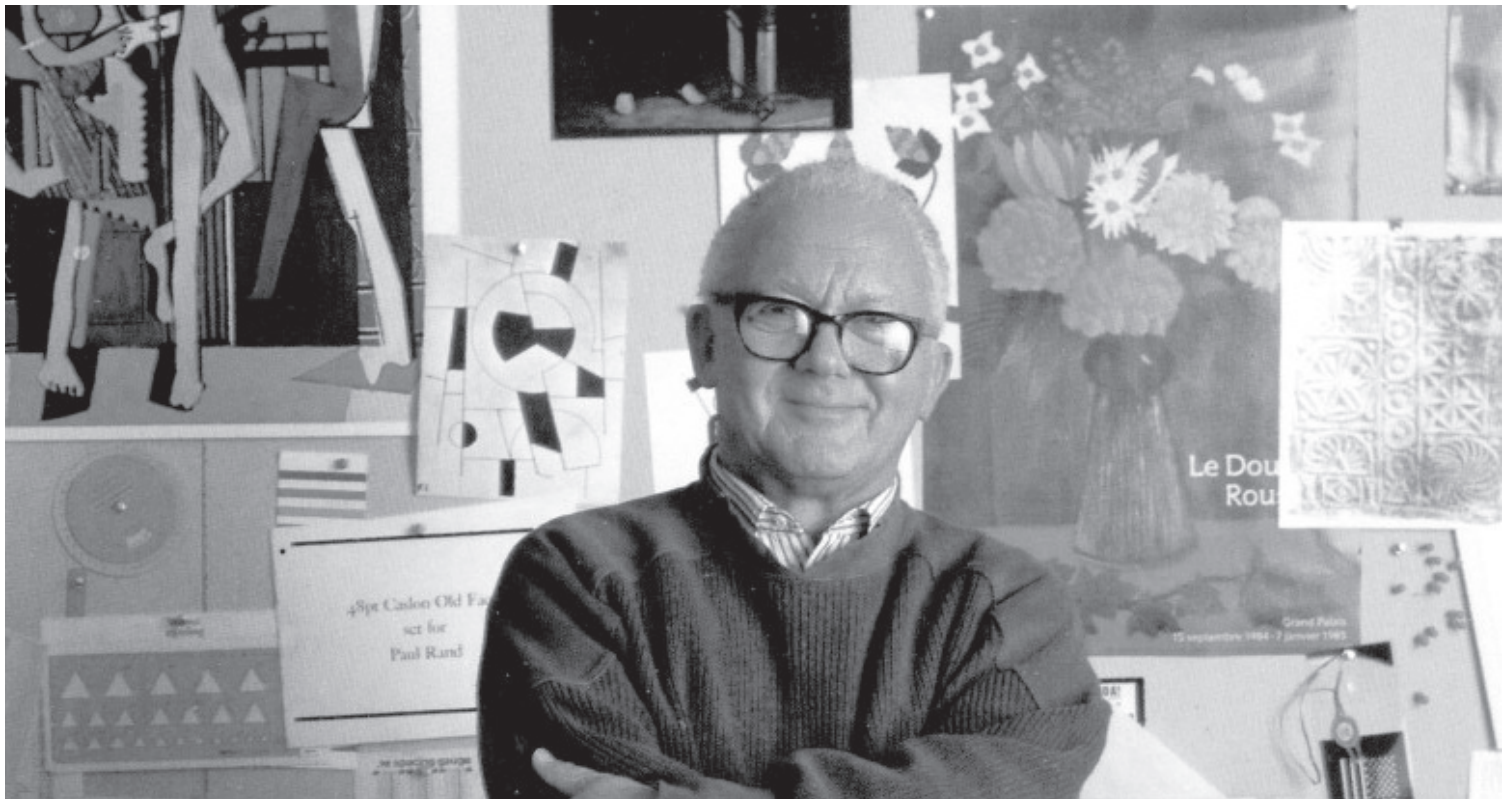




Paul Rand & Logo Design



Philosophy

“Design can help inform, delight, and even persuade assuming that the designer is an artist and not just someone focused on the nonsense of “self-expression” or on the fads of the moment.”

“Simple ideas, as well as simple designs are, ironically, the products of circuitous mental purposes. Simplicity is difficult to achieve, yet worth the effort.”

It is only by association with a product, a service, a business, or a corporation that a logo takes on any real meaning. It derives its meaning and usefulness from the quality of that which it symbolizes.”

Logo Design

The Next logo was made in 1986 for Steve Jobs’s now forgotten computer company. The “e” is lowercase simply because it was more appealing to look at.

This logo was designed in 1982 for the American Institute of Graphic Arts. Though it was not used, the visual appeal of replacing the “I” with an eye defines Rand’s creative style.



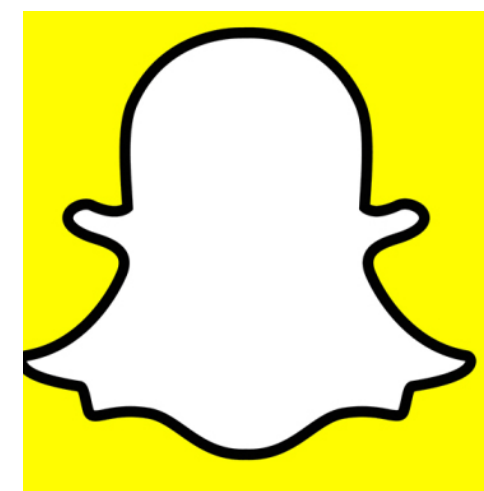
The Logo Test

Rand believed that a logo must check off seven different requirements to be considered effective. Those pertain to “distinctiveness, visibility, adaptability, memorability, universality, and timelessness.”

The logos below are not made by Rand, but share similar elements to his stance on logo design.



Domino’s name is based after the original restaurant called “DomiNick’s”. Otherwise, what do Dominos have to do with Pizza? Still, when people see the red and blue domino, they see a famous pizza place.



Snapchat was once an app called “Picaboo” that allowed users to send pictures that would disappear after several seconds. That is why a ghost is their logo, yet the ghost is so famous that people would be more confused if it was changed.



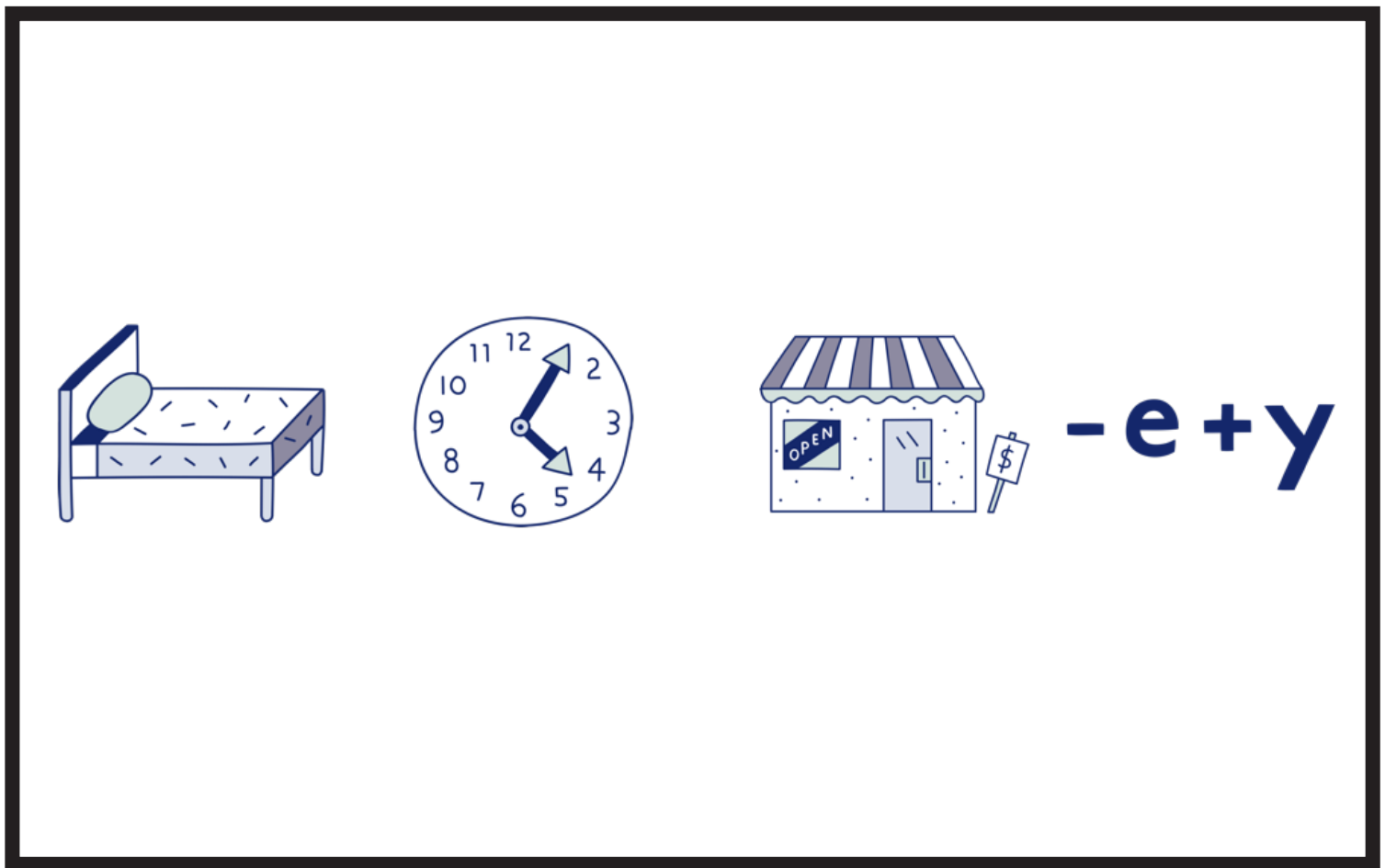
Beats may have been founded in 2006, but they have already achieved worldwide recognition over a decade later. A simple “b” that breaks a circle seems basic, but when you realize the logo represents a person wearing headphones from the side, it says much more.

Influence

These designs are part of an ad campaign by the Casper Mattress company. The idea is to use visual puzzles to form puns about things related to sleeping.



This ad uses an eye to represent the letter “I” in a pun about oversleeping. This design is not only simplistic and minimalistic, but it also references Rand’s designs like his AIGA or IBM logos.



This ad uses the depiction of a bed, a clock, a store, alongside basic math to make another pun. This one is more complex than the first due to the amount of drawings and the equation at the end. However, the basic drawings still make it easy enough to figure out what the riddle is saying.