

Darwin Cruz

Identity Design

Eva Machauf

Paul Rand al was a graphic designer. He invented many popular designs used to this day including IBM, UPS, Enron and morningstar inc. Throughout, his career has many different types of projects. The article mainly talks about Paul Rand's experience with his logo design process with IBM. In IBM's logo, it is the slab serifs type, made out of white and black lines. In his designs he has added a lot of personality into them and this is one example. He added a lot of subtlety into them, making them appear to have a lot of playfulness and charm. He does this in order to make his design unique and interesting. As he says, he believes that every logo design should show, "a great piece of design that catches your attention with a certain amount of surprise".