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The Evolution of IBM

Logotypes are symbols made of letters that help communicate a visual identity for any kind of company. Over the years IBM (International Business Machine) went through a series of logotypes until it found a logo that portrayed itself as a corporation that stood for strength as well as authority. The IBM logo fulfilled the company's mission of speed and dynamism by having three traits shape, color and font.

The IBM company was born when the census bureau held an employee contest to see who could come up with a way to speed up the processing of calculating the 1890 census, instead of it being manually done which consisted of collecting data for over seven years. Herman Hollerith came up with the idea to use "punch card tabulating machine to sense holes in punch cards with the use of electric current to collect data" (O'Regan 6.2). The census was able to gather information in a matter of six weeks rather than years. In 1896 Hollerith success allowed him to establish the first tabulating machine company. In 1911 three

companies known as The Tabulating Machine Company, The International Time

Recording Company and the Computing Scale Company of America

merged together forming The Computing- Tabulating- Recording Company

(CTR). The merge allowed Thomas j. Watson manager of the CTR company to

rename the logo and become the founder of the IBM.

  In order for the company to be recognizable the company hired Paul Rand

to design the logo that we know today but it wasn't easy to get there. Paul Rand

did a lot of the IBM logos of the globe, which showed unity but somehow was

unsuccessful at depicting what the company stood for as far as speed and

dynamism because the globe image showed a word international hovering in

between business and machine which looked similar to the daily planet logo

(Pena). In contrast the next design used between (1947-1956) was a simplified the

logotype of the initials "IBM" in Beton bold typeface and plain white with black

outline. In 1956, the logo typeface was changed to a City medium to show a

more solid and balance design by filling in the characters with black, giving it a

more serious look. In 1972, the company took on its final look introducing a

new logotype style designed by Paul showing the final eight stripes instead of

thirteen stripes due to printing complications from the ink dripping (Pena);

"the logo consisted of horizontal stripes which are representative of the speed and

dynamism the esteemed corporate image and goodwill of the company. The company name IBM is highlighted fashionably, using capitalized block lettering to demonstrate authority" (Famous Logos).When Paul created the logo he decided to add a blue color because it showed "strength and professionalism and dominance of the company" (Famous Logos). IBM had the three traits the company wanted shape, color and a simple bold serif font (Pena).

When IBM company first launched it was "designed to process, store and retrieve information from tabulators and time-recording clocks" (Regan 6.3).Today the company is known as a leading company of strong well-built computers and global networks that can be seen from websites to "products such as laptops and tablets by Lenovo and a magnetic strip" (IBM Archives) that's used on majority of our credit cards. The IBM logo proves to be adaptable in the way it is successfully implemented into our daily visual culture because it represented confidence, superiority and uniqueness that everyone could relate too and without how can society function.

IBM evolution

1.   International Time Recording Company (1889-1914)

2.   **I****Computing Scale Company (1891-1914)**

3.   **Computing-Tabulating-Recording Company (1911-1924)**

4.   **International Business Machines (1924-1946**

5.   **IBM in transition (1947-1956)**

6.   **IBM continuity (1956-1972**

7.   (thirteen Stripes)

8.   **IBM international recognition (1972-)**

9.   Current

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