

Paul Rand's Influence
On Logo Design

Charles Baculima-Castillo & David Evangelista

Background Information

- Paul Rand was born on August 15, 1914 in Brooklyn, New York and lived until November 26, 1996.
- He was greatly known for his logos designs, some which are still being used today.
- He was interested in design at a very young age and started to show his interest art by doing paintings for his father's grocery store and school events.
- Paul Rand was greatly known for his contributions to design for corporate identities. A few examples are Enron, ABC, IBM, Cummins Engine, UPS, etc.
- He was also known for his skill to effectively promote himself and the needs of the corporation to the audience. This showed his creativity and the ability to improvise which are both key elements to someone who is in the field of art and design.

Background Information

- Some logos that Paul Rand created and modified were IBM, NeXT and Ford.
- One unique perspective that he had about logos was that they didn't need to be incredibly detailed and complicated to be successful.
- The logo could be simple as long as they show the message the logo is trying to send to the audience.
- In fact, Rand promoted that the more simple the logo is, the easier it is for the audience to understand the message the logo is trying to get across.

Quotes

- *“A logo cannot survive unless it is designed with the utmost simplicity and restraint.”*
- *“A logo does not sell (directly), it identifies.”*
- *“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.”*
- *“A logo is less important than the product it signifies; what it means is more important than what it looks like.”*
- *“Don’t try to be original. Try to be good.”*
- *“You will learn most things by looking, but reading gives understanding. Reading will make you free.”*
- *“Simplicity is not the goal. It is the by-product of a good idea and modest expectations.”*

Logos Slide 1

Consolidated Cigar
Corporation



Westinghouse

American Broadcasting
Corporation



International Business
Machines

Tipton Lakes



Borzoi Books
Alfred A. Knopf Inc.

Connecticut Art
Director's Club



Morningstar

Esquire Magazine



Colorforms

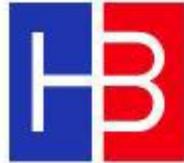
Logos Slide 2

U.S. Department of
the Interior, Bureau
of Indian Affairs



Creative Media
Center

Harcourt Brace
and Company



Education First

Pastore DePanphilis
Rampone



Mossberg &
Company

Monell Chemical
Senses Center



Enron

Columbus Indiana
Visitors' Center



Okasan Securities
Company

Logos Slide 3

Cummins Engine



United Parcel
Service

The Limited



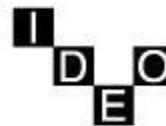
Ford Motor
Company

NeXT Computers



Yale University Press

US. Satellite
Broadcasting (USSB)



IDEO Design

Helbros Watch
Company



Gentry Living Color

Video

- [Paul Rand's Advice For Logo Design](#)