

3.1 graphiste : Paul Rand



Source: www.ups.com

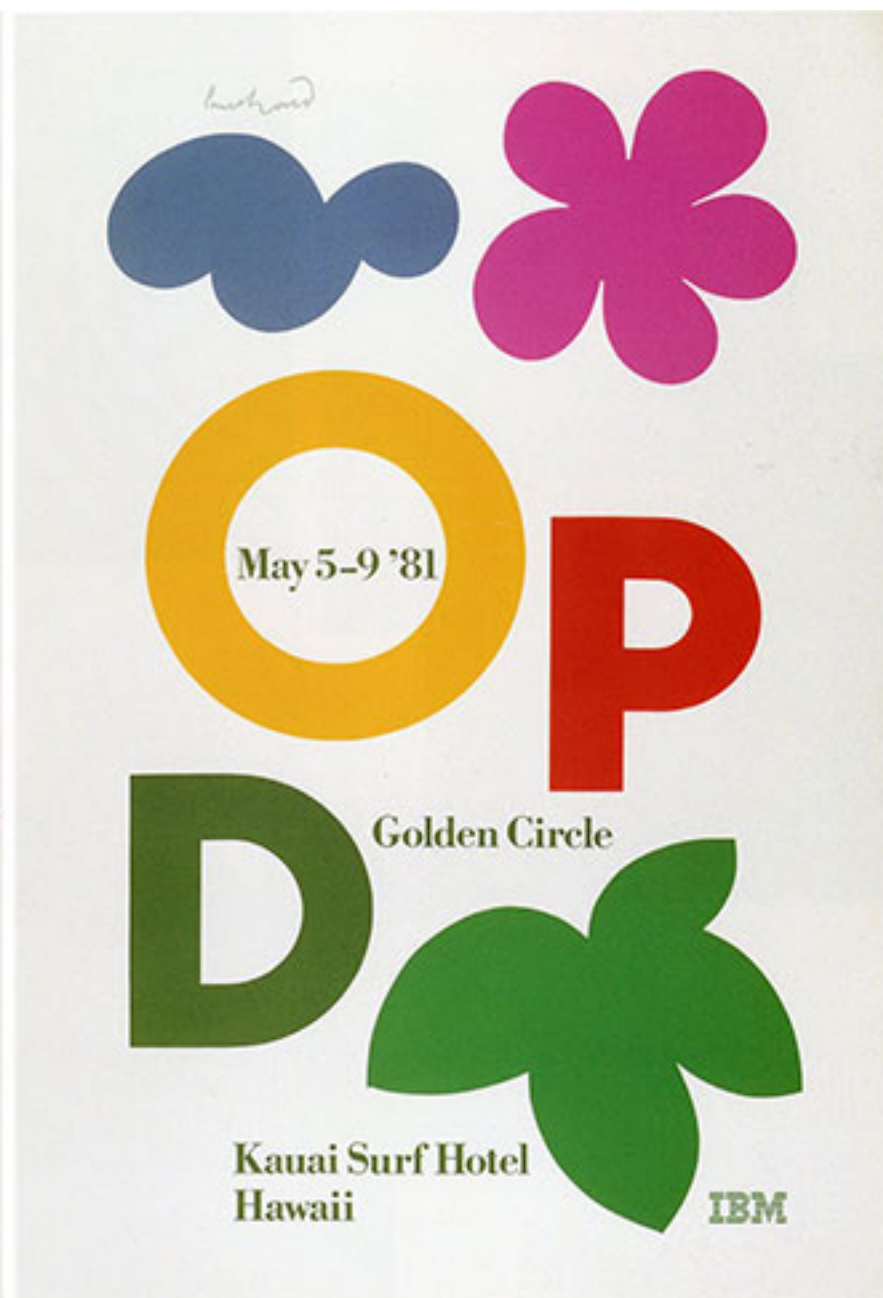


Source: www.okasan.com



Source: www.cummins.com





Eight-Striped Logo (Positive)

Revised May 1981.

Please discard all previous reproduction proofs. Obsolete logo sheets, including ruboffs, may be used for layouts only. New ruboffs and layout sheets will be supplied when old material is depleted.

Positive and Negative reproduction proofs require different art work and are not interchangeable. Black stripes are drawn thicker than white stripes.

White stripes look thicker, especially when lit (signs, TV screens).

Black and white stripes should appear to be similar optically.

To avoid errors, mark all your negatives.

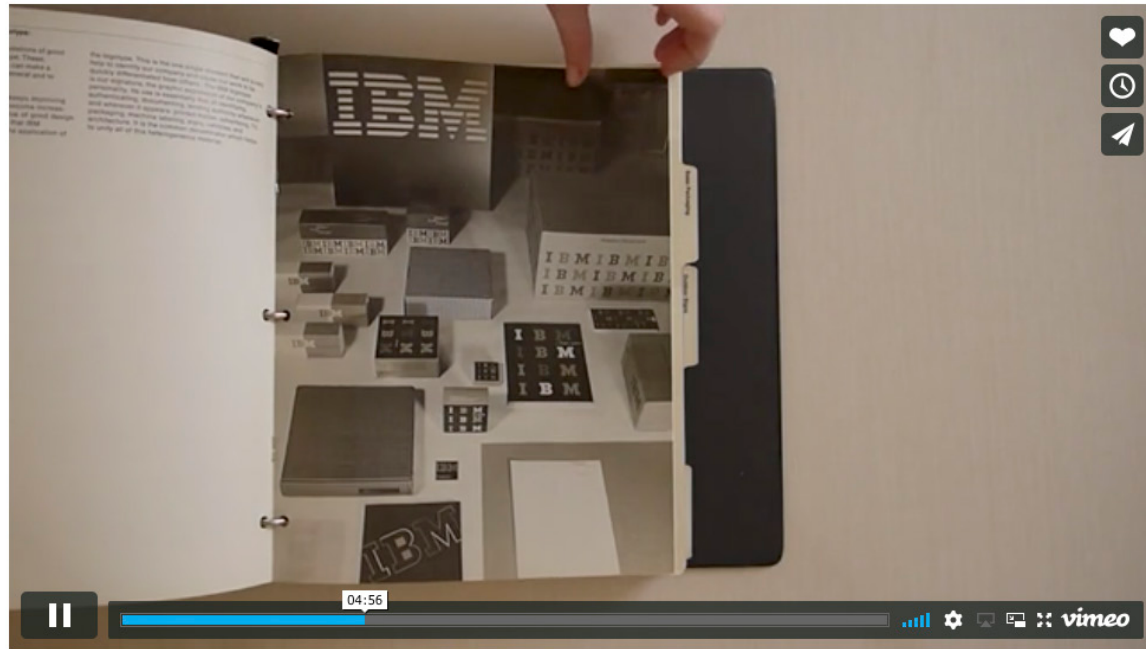
Exercise special care in making photographic exposures.



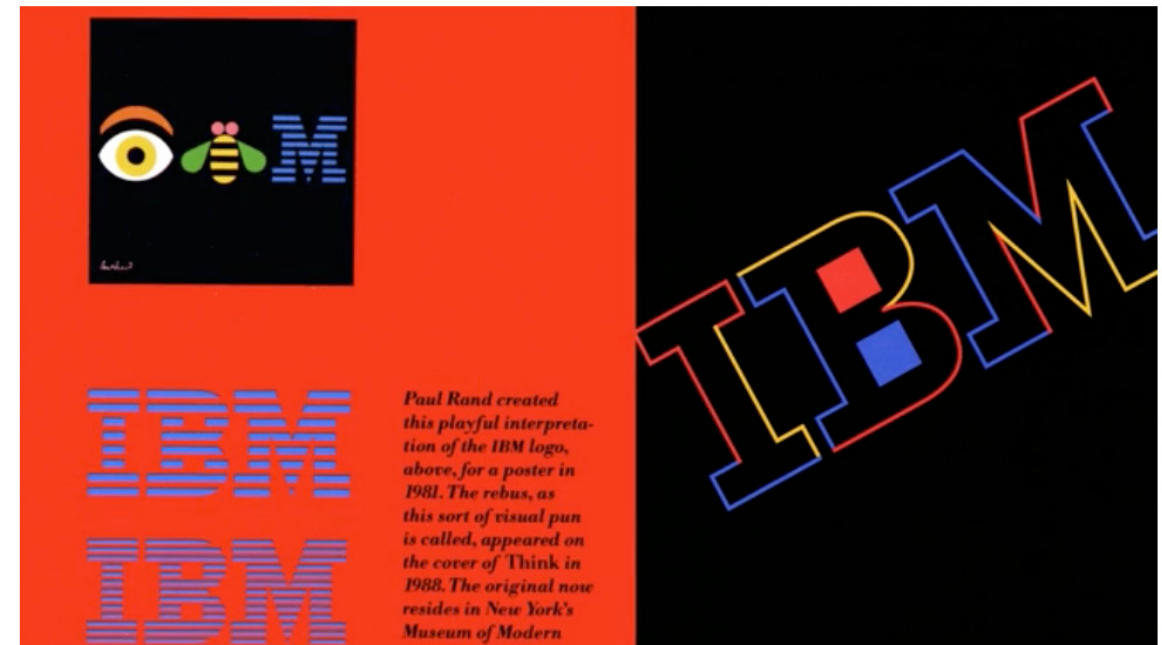
an Eye for perception, insight, vision.
a Bee for understanding, direction, perseverance.
an "M" for motivation, merit, moral strength.

A somewhat unusual perspective of the familiar
IBM logo, and a slight reminder of some of the funda-
mental qualities that have come to characterize
the outstanding men and women who have built, and who
continue to build, the success of the IBM company.

husband



<http://indexgrafik.fr/the-ibm-graphic-design-guide-2/>



<http://indexgrafik.fr/working-with-rand/>