

THE EYE

# Logo Modernism Is a Brilliant Catalog of What Good Corporate Logo Design Looks Like

By KRISTIN HOHENADEL  
OCT 20, 2015 • 12:02 PM

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Swissair  
Airline  
1952 - Rudolf Bircher - CH



King Racing  
Drag and bike racing  
1960 - Thomas Chmer, Courtney Reiser - US



Nankai Tram  
Express shipping  
1960s - Yoshio Amaya - JP



Pockman Manufacturing  
Poultry farming equipment  
1960s - R. W. Mutch & Co. - US



Trade Union of Building Workers  
1960 - Franciszek Winiarski - PL



Japan Socialist Party  
1961 - Mikoto Wada - JP



Ville de Montréal  
City administration  
1964 - Jacques Roy / Jacques Guillon Designers - CA



Placement Services  
Employment agency  
1972 - Ed Bohan - US



Caribbean Communications  
Investment  
1968 - Heiner Hegemann / Chernoyeff & Getzmar - US



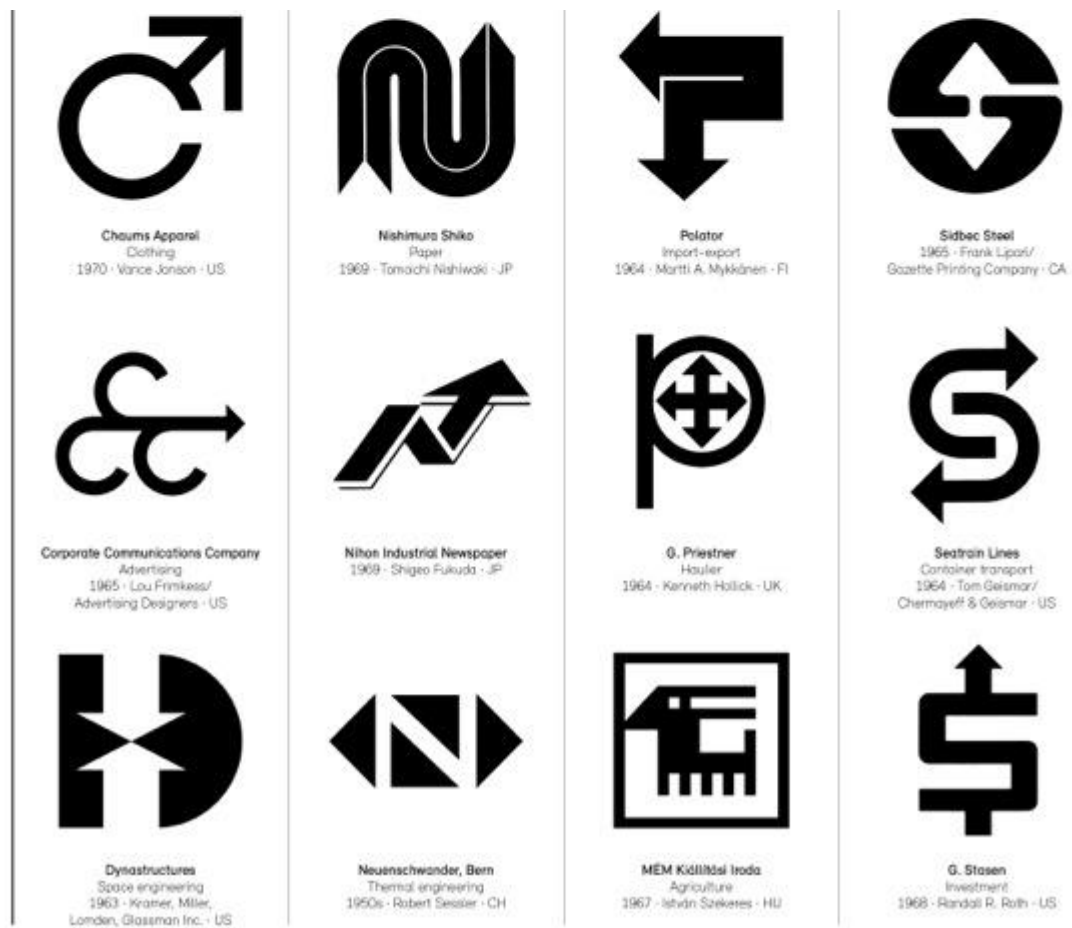
Budapesti Metró  
Public transport  
1968 - Csencsics Zelenk - HU



Presspoli  
Deep drilling  
1970 - Giovanni Brunozzi - IT



Romfield Building Corporation  
Construction company  
1965 - Chris Yarnell - CA



*Logo Modernism* contains 6,000 trademarks from 1940–1980. Here, modernist logos based on arrow designs.

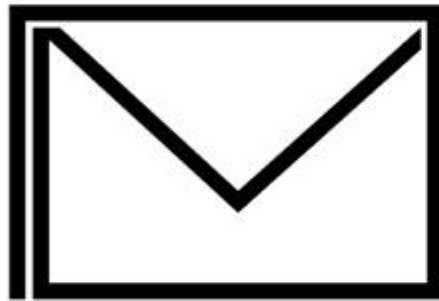
Courtesy of Taschen

*Logo Modernism*, a new Taschen book out next month by German graphic designer Jens Müller, is a brilliant catalog of 6,000 trademarks from 1940–1980 that reflect how modernist design ideals helped shape the corporate identities of everything from media organizations to airlines.

Grouped thematically into sections on geometric, typographic, and effects-driven trademark designs, the book provides inspiration for graphic designers and eye candy for anyone interested in a satisfying illustration of the ways in which individual designers might use a circle, a series of dots, or a letter of the alphabet to create a graphic representation of a company's identity. This fantastic collection of handsome logos testifies to the enduring power of clean, crisp, universally symbolic design language that is a far cry from the often trendy, cheesy, puffed-up corporate branding that exists today.



**R. Müller & Cie.**  
Textiles  
1963 - Paul Bühmann - CH



**Mailer**  
Direct mail services  
1966 - Rolf Christianson - FI



**Merck**  
Pharmaceuticals  
1950s - Enzo Rössli - CH



**Patronato Joan Miró**  
Art foundation  
1970 - Pedro Ariza - ES



**Marlex**  
Roof construction  
1965 - Félix Beltrán - CU



**Market Technicians Association**  
Investment analysis  
1980 - Joseph Boggs - US



**Tessitura di Mompiana**  
Textiles  
1970 - Silvio Coppola - IT



**Telco Marketing Services**  
Investment information  
1970 - David L. Burke - US



**Machine Technology**  
Metalworks  
1968 - Michel Duffel - US



**Magellan**  
Film production  
1969 - James Mann - US



**Mecort Meccanica Pesante**  
Industrial machinery  
1979 - Armando Miani,  
Maurizio Miani - IT



**Gifu-Ken Kari-Gun Mitake-Cho**  
Administration  
1976 - Tadshiko Ogawa - JP



**Mexico City Metro**  
Public transport  
1969 - Lance Wynian - US



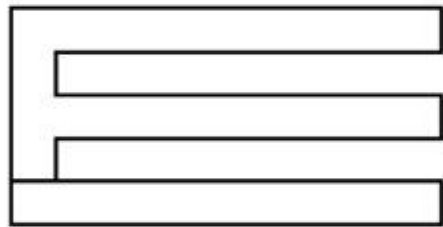
**Meisterschule für Buchdrucker**  
Printing school  
1960s - Hermann Vrtl - DE



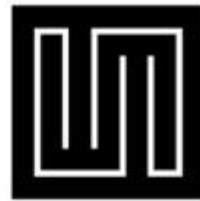
**Anyagmozgatósi**  
Haulier  
1981 - István Szekeres - HU



**Robert Campiche**  
Advertising  
1960s - Robert Campiche - CH



**Fideg Elettronica**  
Electronics  
1969 - A.G. Fronzoni - IT



**Wilhelm Mirm**  
Ties  
1950 - Walter Braker - DE



**La Carbonique Française**  
Production of carbon dioxide  
1968 - Etienne Bucher - FR



**Herbert Cherret**  
Advertising  
1960s - Herbert Cherret - CH



**Lon Ron**  
Construction company  
1966 - Frank R. Heathorn/  
Porter & Goodman Design - US



**Société Suisse de Ciment Portland**  
Cement  
1962 - Paul Bühlermann - CH



**P. Simonsen Specialmøbler**  
Furniture  
1960s - Anonymous - DK



**Suomen Tupakan**  
Tobacco  
1950s - Kosti A. Antikainen - FI



**Revit**  
Real estate  
1960s - Adolf Flückiger - CH





Moldenhauer-Wantkowiak Baumschule  
Tree nursery  
1969 · Ulrich Maass · DE

Fahrzeugbau Erfurt  
Automobiles  
1965 · Dietrich Bauer · DE-GDR



Fundación Empresarial  
Business initiatives  
1960s · Armando Páez Torres · AR

Electrochimie Ugine  
Chemicals  
1965 · Philippe Genti · FR



Unika Væz  
Furniture  
1960s · Anonymous · DK

Corporate trademarks designed to represent pairs of alphabet letters.

Courtesy of Taschen

“Today it seems that the logo gives designers greater freedom than ever before,” Müller writes in the book’s introduction, “but it also makes it more vital than ever to stick to a manageable number of basic design parameters.”

#### ADVERTISEMENT

In addition to pages and pages of well-designed corporate trademarks of all sorts, the book also features an intro from Müller on the history of logos, an essay on modernism and graphic design by contributor R. Roger Remington, a series of individual designer profiles of luminaries such as Paul Rand, and case studies on the graphic identities of Fiat and the Mexico Olympic Games of 1968.



Bernische Kraftwerke  
Energy supplier  
1970 · Erich Häsel · CH



Boise Cascade Corporation  
Land development  
1963 · G. Dean Smith · US



Sender Freies Berlin  
Broadcasting  
1970s - Atelier 13 - DE



Manifestica Graficke  
Design association  
1979 - Miroslav Čirik - YU



Audax  
Audio equipment  
1959 - George Nelson - US



Brockmann  
Tire merchant  
1974 - Walter Breker - DE



Great Western United Corporation  
Sugar refiner  
1969 - Pieter van Delft/  
Unimark International - US



Chicago Center for Research Studies  
1968 - Bruce Beck/  
The Design Partnership - US



Niagara University Art Festival  
1966 - Richard De Natale - US



Zmaj  
Batteries  
1968 - Grego Košak - YU



Spar  
Supermarket chain  
1965 - Raymond Loewy/CED - UK



Philippine Airlines  
1968 - Primo Angeli, Jerry Learhard - US



Radio-televizija Zagreb  
Broadcasting  
1971 - Joža Brunen - YU



California Dairy Association  
1966 - Thomas Laufer - US



Fabrika Ambalaze  
Packaging  
1959 - Albert Kastelec - YU

Modernist variations on a circle-based logo.

Courtesy of Taschen



**Giro 4**  
Measuring Instruments  
1971 - Reynaldo Da Costa - VE



**Printing Services**  
1960s - Félix Beltrán - CU



**Grabermann Corpets**  
1978 - Colin Knoud/  
Pacific Rim Design & Direction - CA



**Orient-Occident Textiles**  
1963 - Jukka Pellinen - FI



**22nd International Geographical Congress, Ottawa**  
1969 - Pätz Gottschalk, Ian Valentine/  
Gottschalk+Ash - CA



**General Telephone and Electronics**  
1960s - Emil O. Biermann - US



**Grath Property management**  
1983 - Manfred Korlen - DE



**Five G Marketing Advertising**  
1966 - John B. Castle/  
Castle, Chappell and Partners - UK



**Kingston Gifts Promotional gifts**  
1968 - Eurographics - UK



**Ghia Automobiles**  
1960s - Giovanni Brunazzi - IT



**Gordon Grant**  
1979 - Terry Lesiewicz, Al Navarre - US



**Matsushita Electric Works**  
1981 - Nobuyuki Hagiwara,  
Fumio Koyoda - JP



**Imatron Voima Electronics**  
1968 - Olaf Erikson - FI



**Golden Guernsey Dairy**  
1975 - Ken Eichenbaum,  
Doris Stein - US



**Gary National Bank**  
1970s - James Lienhart - US



**J.R. Geigy Pharmaceuticals**  
1956 - Jörg Hamburger - CH



**Bernhard Gieseke Road construction**  
1963 - Josefina Fellmer - DE



**Glyxol Chemicals**  
1969 - A. G. Franzoni - IT



**Laboratoires Goupil Pharmaceuticals**  
1966 - Lansdale Design - FR



**Verkehrsverein Grindelwald Tourism**  
1969 - Hans Hartmann - CH



**Ed. Gerlach Chemicals**  
1963 - Ulrich Maass - DE



**The National Giro Post Office**  
1969 - Hernton Design Associates - UK



**Glödan Textiles**  
1970 - Adam Mølle - DK



**Siedlung Gûbelbach, Bern Shopping center**  
1970 - Hans Hartmann - CH

Various iterations on the letter G.

Courtesy of Taschen



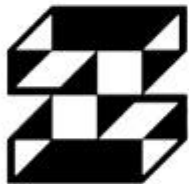
**The Income Fund of America**  
Investment  
1973 - Thomas Chmer, Carl Seltzer - US



**Standard Show Services**  
Exhibitions  
1968 - Ernst Roch/  
Design Collaborative - CA



**Guérin**  
Construction company  
1969 - Alain Fontecave, Daniel Maurel/  
Cheurgnotz Publicité - FR



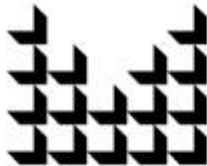
**International Design Center**  
Furniture  
1966 - Gordon Satchow - US



**Promuset**  
Houlier  
1983 - José Santamarina/  
Elias & Santamarina - ES



**Hines**  
Printing  
1975 - Larry Somese - US



**Matui Architectural Office**  
Planning office  
1977 - Akisato Ueda - JP



**Empaques de Cartón Títán**  
Packaging  
1970s - Lance Wyman - US/MX



**Eskil Ohlsson Associates**  
Design  
1970 - Eskil Ohlsson - US



**Techint**  
Engineering  
1969 - Bob Noorda/  
Unimark International - IT



**Fotoklub Maribor**  
Photographers club  
1975 - Ivan Dvoržak - YU



**Harmonic Groupement**  
Industrial investment  
1973 - Jean Delaunay/Loock - FR







**Interco Container**  
1970s · R. Novo, D. Saffientini,  
G. Romani, A. Ubertazzi · IT



**Lopes Galerie für Konkrete Kunst**  
Art gallery  
1976 · Odenroth+Tissi · CH



**Sabco**  
Trucks  
1967 · Jay Hanson · US

Modernist 3-D logos.

Courtesy of Taschen

## ADVERTISEMENT

“Pick up any book about logos published 50 or 60 years ago and sooner or later you will come across references to how simplicity and directness serve as a counterbalance to our ‘complicated world,’ ” Müller writes. “The birth of modern graphics coincided with the moment when modern graphic designers were striving to create clear-cut systems and concepts rather than to display artistic genius.”



**Titan Fasteners**  
Fittings and washers  
1968 · Appelbaum & Curtis · US



**Fordprint Lithography**  
Printing  
1965 · Carl Brett/  
Hiler Rinaldo Associates · CA



**Duzan**  
Ceiling and roof building  
1960s · Lars Bramberg · SE



**Arli Grafiche Fantoni**  
Design  
1960s · Pier Vico Cortesi · IT



**Saratoga Performing Arts Center**  
1966 · Charles Fuhrman · US



**Walter Montegazza**  
Punch cards  
1965 · Armando Milani · IT



**Finkino Oy**  
Movie rentals  
1965 · Kyösti Varis · FI



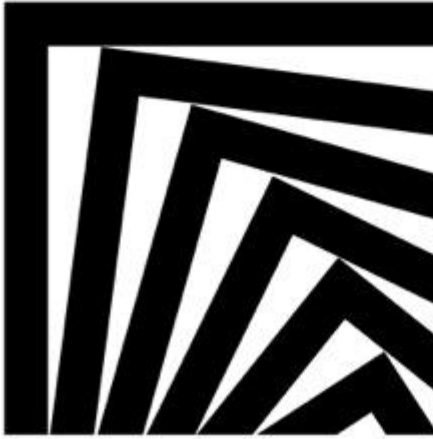
Ontario Ministry of Labour  
Government office  
1978 · Roslyn Eskind, David Gibson · CA



Impresa Carlo Frigerio  
Construction company  
1968 · Massimo Dardi · IT



Servissystems  
Cleaning systems  
1969 · Kyösti Varis · FI



Falcinelli Ceramiche  
Walls and floor tiles  
1973 · Franco Grignani · IT



Stieger Siebdruck  
Printing  
1960s · Elias Stieger · DE



Idea Books  
Publishing  
1969 · Roberto Innocenti · IT



Roland von Siebenthal  
Photo studio  
1960s · Anonymous · CH



Royal Architectural Institute of Canada  
1969 · Ken Patton · CA

Modernist logos designed to visually represent rotation of varying sorts.

Courtesy of Taschen

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Rat des Bezirks Rostock  
City council  
1965 - Ludwig Bonitz - DE-GDR



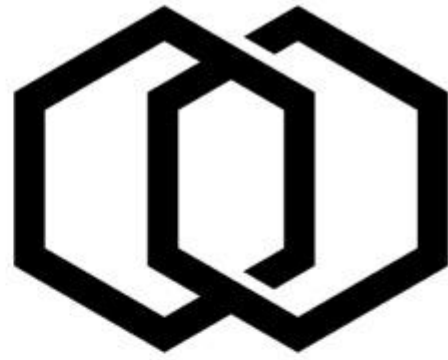
Lamper  
Metal furniture  
1971 - Francesco Gullari - ES



OKD Konsumverband Solothurn  
Foods  
1978 - René Bischof - CH



Bunte Stube Ahrenshoop  
Ceramics  
1965 - Georg Hülse - DE-GDR



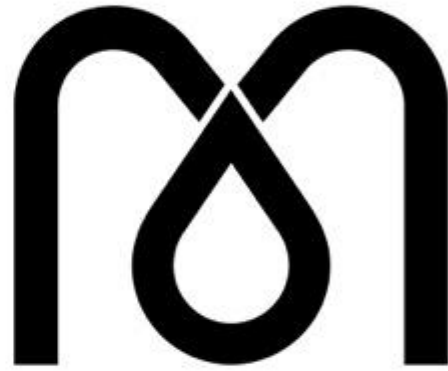
Polska Firma Handlowa  
Import-export  
1960s - Szephan Stadziński - PL



Promociones Inmobiliarias  
Construction company  
1965 - Claude Dietrich - FE



Packaging Design Magazine  
1966 - Andrew Kner - US



Metro Sprinkler  
Fire extinguishers  
1968 - Appelbaum & Curtis - US



Ontario Hydro  
Energy supplier  
1962 - Allan Robb Fleming - CA



Infor-Infomación Organizada  
Advertising  
1970 - Nedo Mon Ferrario - VE



Panorama  
Exhibition  
1965 - Rudolf Großmann - DE-GDR



Prospero  
Restaurant  
1967 - Silvio Cappola - IT



Deutsches Nahrungsmittelwerk  
Foods  
1940s - Gust Hahn - DE



Sitas-Werke  
Baking powder  
1960s - Walter M. Kersting - DE



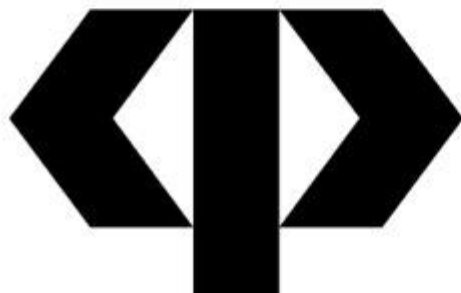
Laboratório Maurício Villela  
Pharmaceuticals  
1960s - Aloisio Magalhães/PVDI - BR



**New Man**  
Clothing  
1968 - Raymond Loewy/CEI - FR



**Mobil Wall**  
Furniture  
1964 - Heinz Wabi - IT



**Union of Municipal and Government Employees**  
1968 - Þröstur Magnússon, Hilmar Sigurðsson/Argus Advertising - IS



**Economic and Investment Bank**  
1950s - Fridolin Müller - CH



**Metropolitana Milanese**  
Public transport  
1963 - Bob Noorda/  
Univark International - IT



**Kasparian**  
Furniture  
1955 - Allen Porter/  
Porter & Goodman Design - US



**Petri-Press/Buchdruckerei**  
**Berno Schwabe & Co.**  
Printing  
1940s - Irme Reiner - CH



**Cultural Presentations**  
1968 - Arnold Saks - US



**Lease Plan Nederland**  
Automobile hire  
1967 - Ralph Potts - NL



**Browning, Day, Polk Associates**  
Architecture  
1975 - Robert L. Willis, Vicky Ko - US



**Librairie des Sciences**  
Bookstore  
1968 - Michel Waxman - BE



**Road Safety**  
Department of transport  
1969 - Clarence Lee - US





Modernist mirror image reflection logo designs.

Courtesy of Taschen

In his essay, Remington writes that European Modernism was brought to America prior to World War II, and during the country's post-war economic boom, "corporate identity became the goal of most businesses and industries," he writes. "Every firm needed a new corporate logo or symbol, and a modern look became the norm for every business. Progressive American designers such as Lester Beall, Paul Rand and William Golden met the challenge and thus began the golden age of corporate identity in the United States."



**Comité de Solidaridad con Vietnam**  
Political committee  
1967 - Félix Beltrán - CU



**TTX**  
Glass  
1966 - Claude Dietrich - PE



**San Francisco Rehabilitation Workshop**  
1964 - Michel Cottel - US



**Schiffmukenabdeckung und Pollerfertigung**  
Ship components  
1965 - Ludwig Bonitz - DE-GDR



**Av-Producenterna**  
Television and radio technology  
1969 - Otto Eksell - SE



**Ministerio de Trabajo y Comunidades**  
Government office  
1966 - Claude Dietrich - PE



**Kowler Gallery**  
Art gallery  
1966 - David L. Burke - US



**Instituto Cubano del Petróleo**  
Fuel oil  
1968 - Félix Beltrán - CU



**Cesa**  
Radio components  
1970 · Luciano Francesconi · IT



**FAMIA**  
Consumer fair  
1970 · Michael Herold · DE



**Captain's Card**  
Travel agency  
1970 · Lund & Lommer · DK



**Byggningsartiklagrossisterenes  
Landsforbund**  
Exhibition  
1970 · Bruno Olani · NO

**Human Relations Bureau of Los Angeles**  
Urban integrator  
1968 · Michel Dattiel · US



**D.K.P. Naviera**  
Shipping  
1969 · Yvon Laroche · CA



**Westinghouse Design Center**  
Research and development  
1969 · Peter Megert · US



**Young Homebuilders  
of Northern California**  
1969 · Robert Pease · US

**House of Packaging**  
1967 · Rod Dyer · US



**Lennart Larsson Rörled**  
1981 · Hans Kündig · SE



**Chestnut Mountain Park, Toronto**  
1970 · William Newton, Ludwig Scharf/  
Paul Arthur Associates · CA



**L'Artiere**  
Gift shop  
1972 · Franco M. Ricci · IT

**Production Systems International**  
Oil and gas  
1968 · George K. Bushaw Jr./  
Communications Group · US



**Yamada Shomei Lighting**  
1968 · Mitsuo Katsui · JP



**Light House**  
Lamps  
1963 · Bruno Olani · NO



**TV 7 Mar del Plata**  
Broadcasting  
1966 · Guillermo González Ruiz · AR

Modernist logos with a split design.

Courtesy of Taschen

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Fritz Feinhals Werbeberater  
Advertising  
1953 - Heinz Schwabe - DE



Krefina Bank  
1960s - Robert Geisler - CH



Kammgarnspinnerei, Brandenburg  
Yarns  
1965 - Heinz Weber - DE-GDR



F.lli Turicola  
Foods  
1968 - Enzo Scarton/Alfa Studio - IT



Ainsa - Articulos Industriales  
Leather  
1969 - Ribas & Creus - ES



Marzotto  
Textiles  
1966 - Bob Noorda/  
Unimark International - IT



Haraldsson  
Office supplies  
1967 - Paul Brand - NO



Serrature Meroni  
Locksmiths  
1967 - Piero Sansoni - IT



Gutter  
Cranes  
1961 - Piero Ottinetti - IT



Redding Zoo  
1971 - Adrian Laas - US





**Kyodo Nyugyo**  
Dairy products  
1965 - Iiko Tanaka - JP

**Ricardo Fayos**  
Leather and wool  
1968 - Ernesto Moradell Catalá - ES



**Vollhurn Dünge Mittel**  
Fertilizers  
1960s - Erich Buchegger - AT

**Club du Safari International**  
1971 - Leon Aernik - FR



**Monarch Machinery**  
Knitting machines  
1965 - Manfred Gotthardt/  
Chris Yanoff - CA

Modernist takes on figurist logo designs.

Courtesy of Taschen



**Fränkische Gobelin Manufaktur**  
Textiles  
1980 - Christof Gassner - DE



**Ceflax**  
Metalworks  
1971 - Florent Garner - FR



**Teppichfabrik Niedek-Weisour**  
Carpets  
1983 - Paul Effert - DE



**Waterman Paterson Candy International**  
Water treatment  
1966 - Holmes Kitley Associates - UK



**Kremer Automation**  
Electronics  
1970 - Abram Games - UK



**Tréfileries de Châtillon-Gorcey**  
Metalworks  
1968 - Philippe Gentil - FR



**Taubman Shopping Center**  
1971 - Robert P. Gersin - US



**J. Ulbach & Cia.**  
Pharmaceuticals  
1978 - Enric Huguet - ES



**Sandgren & Murtha**  
Wood  
1960s - Ad Tolkuis - US



**Cantoni**  
Cotton mill  
1960s - M. Schneider/Studio Boggeri - IT



**Fukusuka**  
Commemorative event  
1981 - Helmut Schmid - DE/JP



**Toyo Jitsugyo**  
Marble surface care  
1982 - Masahiro Shimizu - JP







Totem  
Paints  
1968 - Franco M. Ricci - IT



Government of Ontario  
Department of Trade & Development  
1969 - Stewart & Morrison - CA



Moatti  
Antiques  
1972 - Jean Delaunay/Loock - FR



Companhia Serviços  
de Engenharia Servilange  
Road construction  
1967 - Joaquim Redig - BR



Estudio Uno  
Design  
1979 - Gerd Laufert - VE



Ilford  
Photographic materials  
1966 - Ronald Armstrong/  
Design Research Unit - UK



Yoshino  
Interior design  
1976 - Kaichi Watanabe - JP



Royflex  
Textiles  
1960s - Norman Gorbaty/  
Ken Kirkwood Agency - US



The Fiber Union  
1962 - Joe Dieler - US



Kyowa Kodoku Seihon  
Wooden boards  
1978 - Yukishia Tokakita - JP



Engen-Graphic  
Design  
1977 - Scott Engen - US



Museo de Arte Moderno Jesús Soto  
Museum of modern art  
1970 - Gerd Laufert - VE

Modernist logos incorporating lines.

Courtesy of Taschen

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