

# Guide to the Paul Rand Papers

AOB 126



compiled by Rachel Mihalko

September 2023

Arts Library Special Collections  
180 York Street  
New Haven, CT 06511  
203-432-1712  
haasalsc@yale.edu

<https://web.library.yale.edu/arts/alsc>

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## Collection Overview

**REPOSITORY:** Robert B. Haas Family Arts Library Special Collections  
Arts Library Special Collections  
180 York Street  
New Haven, CT 06511  
203-432-1712  
haasalsc@yale.edu  
<https://web.library.yale.edu/arts/alsc>

**CALL NUMBER:** AOB 126

**CREATOR:** Rand, Paul, 1914-1996

**TITLE:** Paul Rand papers

**DATES:** 1929-2000

**BULK DATES:** 1940-1996

**PHYSICAL DESCRIPTION:** 200.55 linear feet (150 boxes + 36 broadsides)

**LANGUAGE:** English

**SUMMARY:** The Paul Rand papers consist of sketches and drawings, artwork, proofs, mechanical art, paste-ups, source material, book jackets, realia, photographs and negatives, textiles, and posters documenting the career of graphic designer Paul Rand. It also contains material documenting Rand's artistic process and professional relationships, including correspondence, teaching materials, published books, newspaper clippings, and research files.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/arts.aob.0126>

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## Requesting Instructions

To request items from this collection for use on site, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/arts.aob.0126>.

Key to the container abbreviations used in the PDF finding aid:

b.	box
f.	folder
	item barcode

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## Administrative Information

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### Immediate Source of Acquisition

Gift of Marion Swannie Rand, 1999, 2000, 2001, 2012; transferred from Manuscripts and Archives to Robert B. Haas Family Arts Library, 2014.

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## Conditions Governing Access

This collection is open for research.

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## Conditions Governing Use

Copyright has been assigned to the Trustee of the Paul Rand Charitable Trust by the creator of this collection for materials they have authored or otherwise produced. Copyright status for other collection materials is unknown. Transmission or reproduction of materials protected by U.S. Copyright Law (Title 17, U.S.C.) beyond that allowed by fair use requires the written permission of the copyright owners. Works not in the public domain cannot be commercially exploited without permission of the copyright owners. Responsibility for any use rests exclusively with the user.

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## Preferred Citation

Paul Rand papers (AOB 126). Robert B. Haas Family Arts Library Special Collections, Yale University.

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## Processing Information

In 2023 this collection was reprocessed to merge accessions the library received at different times. The papers were previously used and cited from a basic inventory compiled as accessions were received. The former call number was MS 1745.

Accessions were previously grouped as series and were classified under the numbers Original accession (1999-M-143), 2000-M-133, 2000-M-136, 2002-M-051, and 2013-M-031. Further processing notes at the series level indicate where to locate material from previous arrangement.

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## Related Materials

Paul Rand Library, Haas Family Arts Library Special Collections.

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## Biographical / Historical

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### Biography

Paul Rand was an American graphic designer whose work included art direction, corporate identity systems and logos, book jacket and magazine cover design, and advertising design. He was born as Peretz Rosenbaum on August 15, 1914 in Brooklyn, NY, to Isidore and Lena Hecht Rosenbaum. He had an identical twin brother, Philip (Fishel), and an older sister named Ruth. From 1937 to 1946 he was married to Harriet Wallace. In 1949 Rand married Anne Binkley (1918-2012), with whom he had one child. His third wife was Marion Swannie (1924-2018), who headed the graphic design department at IBM.

Rand studied art at Pratt Institute nights while in Haaren High school, from there earning a scholarship to Parsons School of Design. Later he studied under George Grosz at the Art Student League. His design career began in the 1930s as an apprentice in the design studio of George Switzer. The 1930s were also a time a growing anti-semitism, and in 1937 he changed his surname from Rosenbaum to Rand. From 1936-1941 he worked for Esquire-Coronet, at first creating layouts for Apparel Arts Magazine before becoming Esquire Magazine's art director. He quickly established himself as a creative, devoted designer, and an early practitioner of modernizing advertising design. During this time he was also producing politically charged covers for the anti-fascist publication Direction from 1938 to 1945. By 1941, Rand assumed the position of art director for William H. Weintraub Advertising Agency, a firm opened by one of Rand's former colleagues at Esquire-Coronet. Through this agency, Rand designed distinctive

advertisements and developed his design style further through clients like Coronet Brandy, Schenley Liquors, Kaiser-Frazer, Stafford Fabrics, and Disney Hats. These advertisements introduced visual identities to the brands such as the Stafford Stallion and Coronet Brandy's Snifter Man.

While he was at William Weintraub, Rand also worked as a freelance designer to produce magazine covers, packages, and textiles. He began designing book jackets in the 1940s through 1964, chiefly for Alfred A. Knopf, Inc. and Bollingen series by Pantheon Books. In addition to book jackets, he illustrated four children's books between 1956 and 1970 with his second wife, Anne Binkley (as Paul and Ann Rand). Anne E. Ozbekhan, née Binkley, was an American architect trained under Mies van der Rohe, and in 1953 Paul and Anne designed and built their home in Weston, CT.

Rand began instructing graphic design at New York Laboratory School in 1939, then Cooper Union in 1942, and continued to teach at Pratt Institute in 1946. He was appointed professor at Yale University School of Art and Architecture beginning in 1956 until his retirement in 1993. He became professor emeritus in 1993, although he continued teaching Yale's Summer Program in Brissago, Switzerland through 1996.

In 1956 Eliot Noyes, architect and chief design consultant for IBM, named Rand for the redesign of IBM's corporate design program. In the same year he updated the IBM logotype, and maintained a robust design program until stepping down in 1991. Throughout his consultant work at IBM, Rand also freelanced as a graphic design consultant for other major corporations. He implemented design programs at Westinghouse Electric Corporation starting in 1959, and Cummins Engine Company in 1961. Some of the most well-known logos and trademarks created by Rand from the 1950s through the early 1990s include UPS, ABC, NeXT Computers, Education First, Enron, and Yale University Press.

In addition to his work as a designer, Rand was also a prolific author and lecturer on the topic of design. He wrote several books and articles on design, including *Thoughts on Design*, *A Designer's Art*, *Design, Form, and Chaos*, and *From Lascaux to Brooklyn*. His honors include an honorary degree of Master of Literature from Yale University, the title of Royal Industrial Designer by the Royal Academy, London, he was awarded the first Florence Prize, and was inducted into the Art Directors Hall of Fame of the New York Art Director's Club. He was also awarded medals from The American Institute of Graphic Arts (AIGA), the New York Art Directors Club, and Type Directors Club, among numerous others evidenced in this collection. Throughout his career he was a member of Alliance Graphique Internationale, Paris, the Art Directors Club of New York, and Industrial Designers of Society of America.

Rand died on November 26, 1996 in Norwalk, Connecticut.

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## Retrospective exhibitions:

Date	Event
1941	Advance Guard of Advertising Artists, Katharine Kuh Gallery
1947	Composing Room Gallery, New York
1947	AD Gallery Presents: Paul Rand
1948	Philadelphia Museum School
1951	School of the Museum of Fine Arts, Boston
1955	University of Florida
1955	Graphic '55 (Tokyo)
1958	Art Directors Club of Tokyo
1958	American Institute of Graphic Arts, New York
1964	The School of Visual Arts, New York

Date	Event
1964	Carnegie Institute of Technology
1968	Temple University
1969	Louisiana Arts and Science Center
1970	Virginia Museum of Fine Arts (statewide tour)
1970	IBM Gallery, The Graphic Art of Paul Rand
1977	Wichita State University
1977	Pratt Manhattan Center, New York City
1978	The Graphic Art of Paul Rand, Pratt Gallery
1979	Art/Play/Design, Philadelphia College of Art
1982	Reinhold Brown Gallery, New York City
1982	William Patterson College of New Jersey (Ben Shahn Gallery)
1984	International Typeface Corporation, Typographic Treasures
1986	Paul Rand: A Designer's Art, Design Gallery
1988	School of Visual Arts, Paul Rand: Master's Series
1990	The Graphic Art of Paul Rand, University of Hartford
1992	Ginza Graphic Gallery
1994	Paul Rand, Westport Arts Center
1996	Paul Rand Retrospective, Cooper Union

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## Scope and Contents

The Paul Rand papers consist of process materials, correspondence, writings, teaching records, publicity, and realia documenting the career of graphic designer Paul Rand. Materials that were generated in Rand's creative process include paintings, sketches, galley proofs, paste-ups, mechanicals, slide film, negatives, and photographic prints. Corporate client files usually contain early iterations of logos through sketches and paste-ups, along with research materials, proposals or related correspondence, and, often, a finished logo presentation book. The papers also consist of printed materials, including corporate design guideline books, pamphlets, brochures, posters, packaging, and advertisements. Other design work includes samples of book jacket designs and cover art for journals and magazines.

Personal and professional correspondence is also represented in the collection, including letters and notes from clients, colleagues and design collaborators, and friends. Additionally, there are manuscripts, handwritten notes, proofs, and published works by Rand, as well as photographs and slides documenting his work, personal life, and travels.

Other items of note in the collection include teaching materials, such as lectures, course outlines, design exercises, and student work, from his time at Cooper Union, Pratt Institute, and Yale University. Yale University files also contain sketches and proofs for the Yale University Press logo Rand designed in 1985, and School of Art recruitment posters, both process materials and final printed versions.

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## Bibliography

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### Monographs by Paul Rand

Rand, Paul. *Thoughts on Design*. New York: Wittenborn and Company, 1947. [Catalog record](#).  
Rand, Paul. *Paul Rand: A Designer's Art*. New Haven: Yale University Press, 1985. [Catalog record](#).  
Rand, Paul. *Design, Form, and Chaos*. New Haven: Yale University Press, 1993. [Catalog record](#).  
Rand, Paul. *From Lascaux to Berlin*. New Haven: Yale University Press, 1996. [Catalog record](#).

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### Source used

Heller, Steven. *Paul Rand*. London: Phaidon Press, 1999. [Catalog record](#).

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### Arrangement

The collection is arranged into seven series: I. Art direction and graphic design work; II. Correspondence; III. Professional papers; IV. Biographical materials; V. Collected and source material; VI. Photographic slides; VII. Publicity and clippings.

## Collection Contents

### Series I: Art direction and graphic design work, 1929-1999

Series I consists of working files generated in the production of graphic design. The majority of materials include drawings and sketches, comprehensive layouts ("comps"), research, mechanicals, galley proofs and mock-ups, paste-ups, camera-ready artwork, Pantone swatches, and printed material. Final presentation formats include signage, flyers, brochures, posters, billboards, advertisements, symbols and icons, packaging, book and magazine covers, and novelty items.

Also included are related design proposals, business records, correspondence, contracts, and other background information regarding trademarks and corporate identity.

These files were previously referenced as "job bags" and housed in oversize paper envelopes, presumably as they were originally maintained. In order to facilitate ease of use, access, and long term preservation, materials were rehoused into size-appropriate archival boxes and folders. Oversize files were separated into flat boxes during processing and are reflected as such in the finding aid. Envelopes were photocopied on archival paper and filed with contents to preserve Rand's original title information, notes, and sometimes date.

Series I is organized into six subseries: Corporate design, logos and brand identities; Advertising design; Book jackets; Magazine, periodical, and journal covers; Posters; Design portfolios. Files are arranged alphabetically by client within each grouping unless otherwise noted.

#### Corporate design, logos, and brand identities

The materials in this series document work created in the process of developing brand identities, including logos, trademarks, information design, and other corporate graphic design. Project files may include technical drawings, artwork, sketches, correspondence, research and background information, packaging, and realia.

Sketches and drawings represent the logo design process from a client proposal to a finished visual identity. Many client files include sketches on any available blank surface, including napkins, post-its, and hotel notepads, and feature hand-drawn reworkings of design elements. Logo development materials also may include paintings and mechanical art or collages.

Arranged alphabetically by client.

Project files were originally separate from final products. Related files were combined by the archivist to facilitate comparison and easier access to like materials.

b. 1, f. 1-2	Accent Software International	1994
	Advertising Typographers Association of America	
b. 1, f. 3	<i>Type Talks</i> cover and poster, "With the sense of sight, the idea communicates the emotion"—Alfred North Whitehead	1963-1964
b. 1, f. 4-5b. 107, f. 1	<i>Type Talks</i> , volume 1 number 1 Proofs, correspondence, interview with Mario Rampone of PDR, and final printed versions of <i>Type Talks</i> .	1989
b. 1, f. 6b. 117 (Oversize), f. 1	Alphabet project	

## Corporate design, logos, and brand identities (continued)

b. 1, f. 7b. 107, f. 2	American Broadcasting Companies (ABC)	1965
b. 1, f. 8	American Center for International Leadership, stationery	
	American Express	
b. 1, f. 9	Correspondence	1994
b. 1, f. 10	Early sketches and drafts	1994
b. 1, f. 11	Logo applications	1994
b. 2, f. 1b. 107, f. 3	Presentation books, <i>Don't leave home without it...</i>	1994
	The American Institute of Graphic Arts (AIGA)	
b. 2, f. 2-4	Correspondence and board meeting minutes	1958-1996
b. 2, f. 5	Stationery	1961
b. 2, f. 6	Poster, 50th anniversary	1965
b. 2, f. 7	<i>Journal of the American Institute of Graphic Arts</i> 6 cover	1968
b. 2, f. 8b. 107, f. 4	<i>Survival</i> exhibition poster	1971
b. 2, f. 9-10b. 107, f. 5	<i>50 Books of the Year</i> Catalogue, invitations, correspondence, and proofs.	1971-1972
b. 3, f. 1b. 107, f. 6	<i>Graphic Design USA: 3</i>	1982
b. 3, f. 2	AIGA Baltimore lecture, printed flyer	1994
	The Art Directors Club of New York	
b. 3, f. 3	Design 63 Stationery including programs, event schedule, and poster for the 8th Annual Visual Communications Conference	1963
b. 3, f. 4-5	Correspondence	1967-1980
b. 3, f. 6b. 107, f. 7	Hall of Fame reception and dinner stationery	1983
b. 3, f. 7	Member directory	1983
b. 3, f. 8b. 107, f. 8	Call for Entries poster	1988 April
b. 3, f. 9	Atlas Crankshaft Corporation stationery	Undated
b. 97, f. 1	<i>A Trademark for Atlas Crankshaft Corporation</i>	1964 April
b. 3, f. 10	The Autocar Company booklet, <i>Mechanized Mules of Victory</i>	1942
b. 3, f. 11	Bergman, Horowitz, and Reynolds letterhead	1990
b. 3, f. 12b. 108, f. 1	Cabbages and Kings Catering	1987

## Corporate design, logos, and brand identities (continued)

b. 3, f. 13b. 108, f. 2	Celanese Corporation of America	1964–1965
b. 4, f. 1	Century Lighting	
b. 4, f. 2b. 97, f. 2	Champion Papers, <i>The Printing Salesman's Herald Book 35</i>	1974
b. 4, f. 3	Colorforms	1959–1978
b. 4, f. 4	Colorlab, Inc.	1985
	Columbus, Indiana Visitors Center	
b. 4, f. 5	Information Center kiosk, architectural renderings from Warren Kaffka	1972–1976
b. 4, f. 6	Correspondence and early logo sketches	1973-1974, 1994
b. 4, f. 7b. 108, f. 3	Flag and signage	1973–1980
b. 4, f. 8b. 108, f. 5	Bus design	1973, 1980
b. 4, f. 9	Cookbook design	1975
b. 4, f. 10b. 108, f. 4	Mechanicals and proofs, including architectural tour materials	1976–1982
b. 4, f. 11	Publication, <i>A Look at Architecture</i>	1974, 1980
b. 4, f. 12	Stationery and promotional novelties	
b. 4, f. 13	Computer Impressions	1994–1995
b. 4, f. 14	Condé Nast Sports for Women	1996
b. 5, f. 1	Connecticut Art Directors Club	
b. 5, f. 2	Consolidated Cigar Company Design created for El Producto, Lovera, Headline, and La Palina cigars are filed with the advertising subseries.	1959
b. 117 (Oversize), f. 2-3	Container Corporation of America Hand-colored and painted drawings and watercolors of cover designs and ad campaigns for Great Ideas of Western Man, including his designs using an Erskine quote and Herodotus quote, with final versions.	1945–1952
b. 5, f. 3	Coordinator of Inter-American Affairs	1943 July
b. 5, f. 4	Country Club Ice Cream Photographs of logo design on vehicles and packaging.	1950–1957
b. 5, f. 5-7b. 108, f. 6	Creative Media Center	1993-1994
	Cummins Engine Company	
b. 5, f. 8-11	Correspondence	1963–1999
	Job bags	

## Corporate design, logos, and brand identities &gt; Cummins Engine Company &gt; Job bags (continued)

	Annual report materials	1962–1995
b. 6, f. 1-9b. 109, f. 1-6	Cover proofs, mechanicals, and transfer sheets	1962–1995
b. 7, f. 1-5b. 8, f. 1-4b. 6, f. 10-11	Final booklets	1962–1995
b. 8, f. 5	Envelopes	1962–1982
b. 8, f. 6	Brochures, Cummins Sales and Service Locations: International; U.S. and Canada	1964
b. 8, f. 7-8	Quarterly Reports	1965–1994
b. 9, f. 1-2	Contributions Report	1976–1985
	Graphic design standards	
b. 117 (Oversize), f. 4	Final products, manual and report covers	
b. 97, f. 5	<i>Graphics Identification Project</i> booklet, two volumes	1973
b. 9, f. 3b. 110, f. 1-2	Type proofs and grids	1973–1978
	Logo materials	
b. 9, f. 4b. 138	Corporate design novelties Sketches and mechanicals of novelty design as well as three-dimensional objects with Cummins logos, including lighters, a paperweight, and lapel pins.	
b. 185 (Broadside)	Logo repeat scarf	
b. 9, f. 5b. 110, f. 3	Stationery samples	1977, undated
b. 110, f. 4-5	Logo design proof sheets, "C" transfer sheets, and photograms	
b. 9, f. 6-7	Miscellaneous logo proofs and mechanicals	
b. 97, f. 3	Logo presentation book, <i>A proposed logotype/trademark</i>	1965
	Packaging and signage	
b. 9, f. 8	Product photographs	Circa 1974
b. 9, f. 9b. 111, f. 1	Stats of packaging and cylinder board	1976
b. 9, f. 10b. 111, f. 2	Signs	1976–1978
b. 10, f. 1	Diesel truck logo	Circa 1980
b. 42, f. 1-3	Cummins Engine Corporation flattened packages, including Fleetguard	

## Corporate design, logos, and brand identities &gt; Cummins Engine Company &gt; Job bags (continued)

## Subsidiary logos

b. 97, f. 4	Frigiking division logo presentation book	1966
b. 10, f. 2	Cummins Electronics, stationery and logo sketches	1989
b. 10, f. 3b. 111, f. 3	HPI/Onan logo mechanicals	1989
b. 10, f. 4	Visual identification system presentation	1990–1992
b. 10, f. 5-7b. 111, f. 4-6	Logo mechanical designs and transfer sheets Cummins Marine, Military Systems, Power Merchandise, Service Products, Diesel ReCon, Cummins Electronic, Tata Cummins, and Employer Benefits (FSA/RSP) logos.	1990–1994
b. 10, f. 8	Tata Cummins	1994
b. 10, f. 9	Cummins Joint Venture designs: Komatsu and Wartsila	1995
b. 10, f. 10	Photograph of Paul Rand with Irwin Miller and others	
b. 117 (Oversize), f. 5	Davis-Delaney halftone brochure dummies	[1967]
b. 10, f. 11	Enron Correspondence and logo presentation book, <i>Enron...the new look</i> .	1996–1997
b. 11, f. 1-3	Eliot Noyes and Associates Correspondence regarding IBM and Westinghouse, and stationery.	1957–1978
b. 11, f. 4-7b. 112, f. 1	Education First Sketches, artwork, poster design, proofs, and logo presentation book for Education First's logo and other promotional materials for various programs.  Also referred to as English First.	1993-1995
b. 11, f. 8	<i>A New Logo for EF</i>	1994 January
b. 11, f. 9-10	Ford Motor Company	1965-1971
b. 97, f. 6	<i>A proposal to Ford Motor Company for a new House Mark</i>	1966
b. 11, f. 11b. 112, f. 2	Gentry Living Color, Inc	1993
b. 11, f. 12	Go Ahead Vacations File includes logo presentation book draft and sketches.	1994
b. 12, f. 1	Hughes Entertainment logo Includes background correspondence and hand-drawn logo sketches.	1986
b. 12, f. 2	HYPOBANK logo [Bayerische Hypotheleen- und Wechsel-Bank]	1989
b. 12, f. 3b. 112, f. 3	IDEO	1991
b. 12, f. 4-5	IIT Research Institute (IITRI) correspondence	1963–1967

Corporate design, logos, and brand identities > IIT Research Institute (IITRI) correspondence  
(continued)

b. 97, f. 7	<i>A Logotype for IIT Research Institute</i>	1964
	International Business Machines (IBM)	1956
	<p>Paul Rand began working with IBM in 1956 and redesigned the existing logo the same year. His first iteration was a solid or outlined set of letterforms in 1956, followed by the addition of the 13-bar logo with stripes in 1967. The introduction of the 8-bar stripe logo was introduced in 1972 to enhance flexibility in various uses of the logo. Rand created the rebus design "eye-bee-M" in 1981 as part of a "Think" campaign.</p> <p>This grouping comprises process materials created while Rand worked as a consultant for the IBM Design Program. Files may include preliminary sketches, correspondence, paste-ups, galley proofs, transparencies, artwork, collages, packaging specifications, and working drawings related to IBM's corporate identity system. Rand was responsible for implementing design guidelines through corporate booklets, as well as stationery, posters, press releases, "Think" magazine, novelties, packaging, and signs. He also contributed to Product Design Centers, wayfinding and instructional content, subsidiary logos, annual report and information design, and promotional material for new products and software releases. He continued design work for IBM into the early 1990s.</p> <p>Original envelopes with Rand's assigned titles and filing numbers were photocopied onto archival paper and filed with materials to retain context. Numbering is indicated at the front of each title, except for materials that were originally unnumbered.</p> <p>Titles were created by the archivist to capture actual contents and are described as observed, although some titles were retained from the original envelope. Date information was retrieved from documents in each file as they were available.</p> <p>IBM posters and other final versions of design work are also in subseries: Posters and Design portfolios.</p> <p>Documentation of IBM Gallery exhibitions are filed in Series III with other exhibition-related materials. Series III</p> <p>Files originally in numbered job bags were rearranged by the archivist to combine like material. Groupings are organized by project type, and arranged chronologically within each. Original filing contained overlapping projects that were moved to related files but may still exist in some places. This especially applies to files related to copiers/printers and typewriters/dictation machines, which were more difficult to distinguish and potentially shifted from the order maintained by Rand.</p> <p>Nameplate files contain several different types of projects but include only designs for nameplates. The nameplates were originally grouped separately and that order was retained.</p>	
	Correspondence	1955–1992
b. 12, f. 6-10	1955–1970	1955–1970
b. 13, f. 1-6	1971–1992	1971–1992
b. 13, f. 7	Contracts	1966–1991
	Printed material	

## Corporate design, logos, and brand identities &gt; International Business Machines (IBM) &gt; Printed material (continued)

b. 14, f. 1	"Think" cartoon booklet	1956
	55: Annual Reports, proofs and booklets	
b. 14, f. 2-4	1959, 1963, 1969, 1974, 1991	1959, 1963, 1969, 1974, 1991
b. 112, f. 4-6	Oversize	1969, 1978-1979, 1991
b. 14, f. 5	IBM Literature, negatives	Circa 1960
b. 14, f. 6	"New Methods for Knowing"	1960
b. 113, f. 1	25B: IBM newspapers	1959, 1962
b. 14, f. 7	Article scan, "Good Design... IBM's Silent Salesman"	1963 August
b. 14, f. 8-9b. 113, f. 2	20D: New York World's Fair, IBM Pavilion brochure cover design	1964-1965
b. 14, f. 10	Design film documentation	1974-1975
b. 14, f. 11	Graphic Design seminar brochure, Amsterdam	1976
b. 14, f. 12	Report to Stockholders, annual meeting	1977 April 25
b. 113, f. 3b. 14, f. 13	17F: The Splendor of Dresden, poster proofs and stationery This file comprises process materials related to designs for an IBM-sponsored exhibition at the National Gallery of Art.	1978-1979
b. 113, f. 4-5b. 14, f. 14-15	9A, 22 1/2: Office Products Division (OPD), Golden Circle Meeting materials	1980-1982
b. 14, f. 16	<i>Topics</i> magazine	1980-1981
b. 113, f. 6b. 14, f. 17-19	14A, 41d: Quality statement and advertising	1982-1989
b. 113, f. 7b. 14, f. 20-21	28B: <i>The IBM Logo: Its Use in Company Identification</i> [alternate title: <i>Use and Abuse of the Logo</i> ]	1982
	<i>Think: The IBM Magazine</i>	
b. 15, f. 1	13A: Stationery	1984
b. 15, f. 2	Rebus design issue	1988
b. 15, f. 3	Think: Innovation at IBM	1989
b. 15, f. 4	25C, 26G: Original cover art	Undated
b. 15, f. 5b. 114 (Oversize), f. 1	42B: 75th Anniversary materials	1989
b. 15, f. 6-7b. 113, f. 8	49: <i>The IBM Logo</i>	1989-1990
b. 15, f. 8	<i>Some Problems</i> leaflet	Undated

## Corporate design, logos, and brand identities &gt; International Business Machines (IBM) (continued)

Logo materials and internal documentation		
b. 15, f. 9	Corporate Design Program record	1960
IBM Design Guide		
b. 113, f. 9	Reference grids	1969, 1981
b. 114 (Oversize), f. 2b. 15, f. 10-11	House Style, booklets and proofs	1972, 1984
b. 114 (Oversize), f. 3-4b. 15, f. 12	35F: Signs, interior and exterior	1983-1985
b. 114 (Oversize), f. 5b. 15, f. 13	Basic Packaging	1984
b. 114 (Oversize), f. 6b. 15, f. 14	Sign Standards	1986
b. 113, f. 10	23A: Use of the logo and calling cards	1982
b. 114 (Oversize), f. 7	Striped logo pattern for novelties	
b. 15, f. 15-16b. 113, f. 11	4C: Business Conduct Guidelines, proofs and booklets	1976-1983
b. 16, f. 1b. 115, f. 1	23B: Management Issues booklet	1982
b. 16, f. 2	"IBM Spain: A Proposal for a New Look"	1984
b. 16, f. 3	9E: Trademark guidelines	1985
b. 16, f. 4-6b. 115, f. 2-3	Logo artwork, samples, and stripe patterns	1980-1985
b. 119 (oversize)b. 16, f. 7b. 115, f. 4	Logo transfer sheets	Undated
b. 16, f. 8	IBM stripes	Undated
b. 115, f. 5	New logo grids	1981
Job bags		
Groupings of related material are arranged in loose chronological order for products and equipment. Internal design work is generally arranged by job bag number, as described in file titles.		
Typewriters and dictation machines		
Selectric, Wheelwriter, Executive, Personal, Composer, Actionwriter, Easy Strike, Quietwriter.		
Ribbon/tape cassette packaging		
b. 16, f. 9-13b. 120, f. 1-3	4D, 5B, 5C, 14G: Lift-off tape and correctable film ribbon	1976-1985

## Corporate design, logos, and brand identities &gt; International Business Machines (IBM) &gt; Job bags &gt; Typewriters and dictation machines &gt; Ribbon/tape cassette packaging (continued)

b. 16, f. 14	10E: Mini cassette label	1977
b. 120, f. 4-6b. 16, f. 15-17	6G, 10D, 9B, 11A: Ribbon and cartridge packaging	1979-1992
b. 17, f. 1-5b. 116 (Oversize), f. 1b. 120, f. 7-9	15C, 27B, 18B, 12A, 16A: Unit packaging; display case plans and sketches	1982-1983
b. 17, f. 6-8b. 120, f. 10-12	9 1/2C, 11B, 44A, 6G, 18A: Corrective ribbon cassettes; Easy Strike tape	1983-1988
b. 17, f. 9-11b. 118 (Oversize), f. 1b. 121, f. 1	3D, 9, 9A: Supply kit packaging specs for Wheelwriter and Quietwriter	1976-1984
Other packaging proofs and typewriter components		
b. 121, f. 2b. 17, f. 12	30A: Words in Process	1967-1974
b. 17, f. 13	7E: Executive Direction	1971
b. 17, f. 14	3A: Typehead carton	1973-1978
b. 121, f. 3b. 17, f. 15	37D: Magnetic cards	1973
b. 17, f. 16	29D: Battery self-stick label artwork	1973-1974
b. 17, f. 17	10C: Symbols for Model 75 typewriter	1979-1980
b. 121, f. 4b. 17, f. 18-21	6B, 11E, 35E: Personal Typewriter cartons	1982-1984
b. 18, f. 1-2b. 121, f. 5	3C: Actionwriter I Typewriter	1985
b. 18, f. 3b. 121, f. 6-7	15E, 43D: Wheelwriter and spell check	1985, 1989
Printers and copiers		
b. 18, f. 4-9b. 116 (Oversize), f. 2b. 121, f. 8-9	2C, 3B, 31C, 32B, 33D: Copier instructions	1971-1980
b. 116 (Oversize), f. 3b. 18, f. 10-12b. 121, f. 10	9E, 9 1/2: Multi-system (cut sheet) paper labels and packaging	1980-1981
b. 18, f. 13	33A: Copier II correctable film ribbon	1972
b. 121, f. 11	6F: Printer ribbon packaging type stats	1979
b. 118 (Oversize), f. 2b. 18, f. 14	20E: High Yield toner cartridge labels	1980-1981

## Corporate design, logos, and brand identities &gt; International Business Machines (IBM) &gt; Job bags &gt; Printers and copiers (continued)

b. 18, f. 15	Series III 30/40 Copier toner cartridge design specs and Japanese translations	1980
b. 18, f. 16b. 121, f. 12	8E: Copier I toner label and carton	1983
b. 116 (Oversize), f. 4b. 18, f. 17	9D: Color printer cartridge packaging	1984
b. 121, f. 13	16E: Personal printer	1984
b. 122, f. 1b. 18, f. 18	18D: Printer 4214 ribbon design proofs	1984
b. 18, f. 19	43A: Infowindow M-Touch	1989
b. 122, f. 2	2A: Clock face	
Computer systems and components		
b. 18, f. 20	48B: System 360, Executive 370	1967-1969, 1977
b. 19, f. 1-2b. 122, f. 3b. 18, f. 21	24C, 20A, 16E: Personal Computer, sketches	1982-1984
b. 19, f. 3	20B: Think PC	1985
b. 19, f. 4-5b. 116 (Oversize), f. 5-6b. 122, f. 4-5	44, 44A, 45: Personal System/1 (PS/1) graphic standards and alphabet These files include some PS/Note, PowerOpen, and PowerPC materials.	1989-1992
b. 19, f. 6-8b. 122, f. 6-7	51: MultiMedia and UltiMedia This file includes artwork for MultiMedia parrot and flower designs.	1990-1992
b. 122, f. 8	47: Personal System/2 (PS/2)	1991
b. 19, f. 9b. 123, f. 1-2	48: System/390 (S/390)	1990
b. 19, f. 10-11	44A: PowerOpen and PowerPC	1992
Computer operating systems and data storage		
b. 123, f. 3b. 19, f. 12	13B: Optical data disc labels	1984
b. 123, f. 4-6b. 19, f. 13-14	9 1/2A and 16B: Diskette cartons	1983-1984
b. 124, f. 1	44B: Publishing systems	1987
b. 20, f. 1b. 124, f. 2	20C: Software manual cover	1985-1989
b. 20, f. 2-3b. 124, f. 3-4	43: 8mm data cartridge and VSE (Virtual Storage Extended)	1987-1992

Corporate design, logos, and brand identities > International Business Machines (IBM) > Job bags >  
Computer operating systems and data storage (continued)

b. 20, f. 4	41D: Q&A Software cover	1989
b. 20, f. 5-10b. 118 (Oversize), f. 3b. 124, f. 5	13B, 41C: AIX (Advanced Interactive eXecutive), DOS/ESA Current, Operating System/2 (OS/2), and SAA materials	1989-1992
b. 20, f. 11	43B: OS/400 CIM and MCA (Micro Channel Architecture)	1989
b. 124, f. 6b. 20, f. 12	42: Software strip signs	1989-1990
b. 124, f. 7b. 20, f. 13	60: Visualization Data Explorer (VDE); AIX-VDE	1993
Medical equipment		
b. 116 (Oversize), f. 7b. 20, f. 14	10A: Medical trademarks	1979
b. 20, f. 15	6F: Electrocardiograph paper	1979
b. 116 (Oversize), f. 8b. 20, f. 16	5E: Biomedical Systems	1982
Product Centers		
b. 20, f. 17	Photographs of Design Center work	Circa 1970
b. 125, f. 1b. 20, f. 18	19A: Signs and displays	1981-1983
b. 20, f. 19	Publicity materials	1981-1983
b. 125, f. 2-3b. 20, f. 20	16C, 21B: Signage proofs	1982-1984
b. 21, f. 1b. 125, f. 4	11D: Product Center grand opening photographs	[1983]
b. 46 (Oversize)	Tote bags	
Other design projects and peripherals		
b. 21, f. 2	37D: Record disc	1972-1973
b. 21, f. 3b. 125, f. 5	1C: DPD Videotape network	1973
b. 21, f. 34	1D: Management proxy punch cards	1974
b. 125, f. 6	Franc Franco Las Vegas show	1982
b. 21, f. 5b. 125, f. 7	14B: Direct Catalogue design	1982, 1985
b. 21, f. 6-7b. 125, f. 8-9	26A, 59: Authorized Dealer materials	1983-1992

Corporate design, logos, and brand identities > International Business Machines (IBM) > Job bags >  
Other design projects and peripherals (continued)

b. 21, f. 8b. 125, f. 10	10B: Product color swatch book and cutting guide	1977, 1986
b. 21, f. 9b. 126, f. 1	9 1/2: IBM Instruments	1985
b. 21, f. 10	10H: Carton symbols	1989
b. 21, f. 11	20C: People illustrations [advertising]	1989
b. 126, f. 2b. 21, f. 12	47E: Market-Driven Quality (MDQ)	1989–1990
b. 126, f. 3b. 21, f. 13	43C: New product software cover design	1989–1990
b. 126, f. 4b. 21, f. 14	CCP+ and press design	1990
b. 126, f. 5b. 21, f. 15	43: Supplier Excellence Plus	1991
b. 126, f. 6-7	15F: Office photographs	
	Nameplate design Contains nameplates, design proofs and sketches, correspondence, and standards documentation.	
b. 21, f. 16	Nameplate design standards	1971–1975
b. 21, f. 17	Electronic Selectric Composer	1974
b. 126, f. 8b. 21, f. 18-19	1A: IBM logo nameplates	1984-1986
b. 21, f. 20	7D: Executive Typewriter	1971
b. 21, f. 21	7D: Model 200; Copier Model 102	1980
b. 21, f. 22	7D: Personal Computer	1980–1982
b. 126, f. 9	7D: Executive printer	1980
b. 21, f. 23	7D: Synergetix	[1981]
b. 21, f. 24	9A: Selectric Typewriter	1971–1972
b. 21, f. 25	9A: Selectric III, Fiftieth Anniversary Model	1983–1984
b. 21, f. 26	31A: Selectric II; 3000 Information Recorder	1966–1967
b. 126, f. 10	31B: Selectric and dictation machines	1967
b. 22, f. 1	33B: System 8000	1972–1975
b. 22, f. 2	34A: Copier II	1972
b. 22, f. 3	35A: Accuwriter	1972

Corporate design, logos, and brand identities > International Business Machines (IBM) > Job bags >  
Nameplate design (continued)

b. 22, f. 4	40A/D: Memory Typewriter	1974
Signage		
b. 22, f. 5	Study for an IBM Sign Design Program	1960 June
b. 22, f. 6	IBM signs, photographs	Circa 1965
b. 22, f. 7	Thomas J. Watson Research Center: Traffic Sign Study	Circa 1970s
b. 22, f. 8b. 126, f. 11	1B: Customer Support Center	1981
b. 126, f. 12	7A: Signage, gatehouse	1985
b. 22, f. 9b. 126, f. 13	11C: Sign program and Corporate Information Systems draft	1984
b. 22, f. 10	12B: Window decal	1984
b. 22, f. 11	15D: First aid signs	1983
b. 127, f. 1	18C: Seat belt signage	1984
b. 22, f. 12	25D: Outdoor sign, General Products Division	1977
b. 22, f. 13	26B: Credit card reader and depository	Undated
b. 127, f. 2	33C: One IBM Plaza sign, photographs	1972
b. 22, f. 14	34A: Franklin Lakes sign project	1980
b. 22, f. 15-16	35F: Interior wall signs	1985-1986
b. 22, f. 17	36C: Interior building signs, Armonk and Poughkeepsie	1974-1980
b. 127, f. 3b. 22, f. 18	39B: Road signs	1973-1975
b. 22, f. 19	39F: World Trade Corporation sign	1973
b. 22, f. 20	41D: Palisades Executive Conference Center logo	[1989]
b. 22, f. 21	42C: Special notice signs	1987-1991
Stationery design		
b. 22, f. 22	2B: One Hundred Percent Club membership card	Undated
b. 22, f. 23-24	3F: Award certificate design	1988-1992
b. 23, f. 1-3b. 127, f. 4-5	3F, 30C/D: Innovation and achievement awards File includes an IBM Academy of Technology certificate design sample.	
b. 23, f. 4b. 127, f. 6	4A: Admission ticket and calendar for stockholder meeting	1976-1977
b. 23, f. 5	4B: Litigation certificate	1978-1979

Corporate design, logos, and brand identities > International Business Machines (IBM) > Job bags >  
Stationery design (continued)

b. 23, f. 6	9 1/2B: Print head	1984
b. 23, f. 7b. 118 (Oversize), f. 3	10G: Shipping labels, Armonk	1978-1980
b. 23, f. 8	15A: Certificate of Incorporation	1980
b. 23, f. 9b. 116 (Oversize), f. 9	15B: Stationery and calling card	1980
b. 23, f. 10	16F: Shipping symbols	1992
b. 23, f. 11	18C: Management Briefing letterhead	1983
b. 127, f. 7b. 23, f. 12	21A: Stock certificate and card design	1960-1970
b. 23, f. 13	24A: Stationery history before Paul Rand	Undated
b. 23, f. 14	25: ISO Machine symbols	1964-1966
b. 127, f. 8b. 23, f. 15	28A: National Marketing Division Gold Medalist, certificate	1982
b. 127, f. 9b. 23, f. 16-17	32C: Internal stationery	1971-1978, 1987
b. 23, f. 18	34B: New York Metro Employees Federal Credit Union	1972
b. 23, f. 19	34C: Mailing labels	1972
b. 23, f. 20b. 127, f. 10	36B: Club News letterhead	1972-1976
b. 23, f. 21	36D: Envelopes and mailers	1966-1978
b. 23, f. 22b. 127, f. 11	37C: World Trade Executive stationery	1972-1979
b. 128, f. 1b. 23, f. 23	38A: Visitor registration memo slip	1973-1974
b. 23, f. 24	39A: Mine Communications System	1972-1973
b. 128, f. 2	39C: Photo display unit for conference room	1973
b. 23, f. 25	41A: Icons	1987-1988
b. 128, f. 3b. 23, f. 26	42A: Doing Business with our Suppliers, booklet proofs	1989
b. 23, f. 27	42D: Marketed by IBM transfer sheets	Circa 1989
b. 23, f. 28	50, 56: Press information stationery	1990
Promotional and novelty design		
b. 23, f. 29	10F: Logo design for television	Undated

## Corporate design, logos, and brand identities &gt; International Business Machines (IBM) &gt; Job bags &gt; Promotional and novelty design (continued)

b. 23, f. 30	24B: Olympiad materials	1983–1984
b. 24, f. 1	29C: Watson Trophy materials	1971
b. 151 (Broadside)b. 24, f. 2	30E: Moon sculpture dedication text and technical drawing	1969
b. 24, f. 3	35B: Chicago Medallion	1972
b. 118 (Oversize), f. 5	Logo patterns for novelties	
b. 149 (Broadside)–150 (Broadside)	Silk scarves Silkscreened silk scarves printed for IBM by Herman Miller, designed by Paul Rand to hand out as gifts for a recognition dinner.	1970
IBM Consulting Group and subsidiaries		
b. 24, f. 4–5b. 128, f. 4	24B/D: IBM Credit Corporation	1983, 1992
b. 24, f. 6	25E: IBM/ROLM, Enterprise Marketing Program proofs	1986
b. 24, f. 7–8b. 128, f. 5	52: Integrated Systems Solutions Corporation (ISSC)	1991
b. 24, f. 9b. 128, f. 6	Extended Graphics Array (XGA)	1991–1992
b. 24, f. 10	53: Advanced Storage and Retrieval (AdStar)	1992
b. 128, f. 7b. 24, f. 11	53: Employment Solutions	1992
b. 24, f. 12	53: Licensed Education	1992
b. 128, f. 8b. 24, f. 13	EduQuest	1992
b. 24, f. 14	Communications World Class Council	1992
b. 128, f. 9b. 24, f. 15	Skill Dynamics	1992
b. 24, f. 16b. 128, f. 10	57: Workforce Solutions stationery	1992
b. 24, f. 17–18b. 128, f. 11	58: IBM Consulting Group logo	1992
b. 24, f. 19	59: IBM Business Partners: Mark of Quality design	1992
b. 24, f. 20b. 128, f. 12	59: Application Development Program for AS/400	1992

## Corporate design, logos, and brand identities &gt; International Business Machines (IBM) (continued)

b. 45b. 47 (Oversize)b. 42, f. 7-9b. 44, f. 1-8	Packages	
	Irwin Union Bank & Trust Company	
b. 25, f. 1	Annual Reports, final	1969–1973
b. 25, f. 2	Irwin-Sweeney-Miller Foundation Annual Report	1971–1973
b. 25, f. 3-5	Irwin Union Corporation Annual Reports, proofs and finals	1974–1989
b. 25, f. 6-8	Irwin Financial Corporation annual reports Includes proofs for annual reports, logo presentation drafts, memos, and sketches.	1990–1994
b. 26, f. 1-3	Irwin Financial Corporation annual reports	1990–1994
b. 26, f. 4	Correspondence	1967–1988
b. 26, f. 5	Early logo sketches	
b. 129, f. 1	Galley proofs for stationery	1987–1993
b. 26, f. 6	Kaufman, Gertrude and Elkin, greeting card designs	Circa 1954
	L. Anton Maix Incorporated	
b. 26, f. 7	Correspondence and fabric samples	1949–1957
b. 26, f. 8	Proofs for abacus, animalphabet, dot fantasy	
b. 26, f. 9	Designer royalties with analyses	1950–1956
	The Limited	
b. 129, f. 2b. 26, f. 10	Logo proofs	1988
b. 26, f. 11	Mechanical art and paste-ups	1988
b. 27, f. 1	Sketches and research	1988
b. 27, f. 2	<i>A new logo for the Limited</i>	1988
b. 27, f. 3b. 129, f. 3	Mohawk Graphics Collection, materials for Paul Rand ad insert for 1988 campaign	1987–1988
b. 27, f. 4b. 129, f. 4	Monell Chemical Senses Center	1990–1991
b. 27, f. 5b. 129, f. 5	Morningstar logo	1990–1996
b. 27, f. 6	<i>A Signature for Morningstar</i>	1991 April 15
	Mossberg and Company	

## Corporate design, logos, and brand identities &gt; Mossberg and Company (continued)

b. 27, f. 7-8b. 129, f. 6	Logo mechanicals, stationery proofs, background	1987–1989
b. 28, f. 1-2	Calendars, drafts and final	1988, 1996, 1998
b. 28, f. 3b. 129, f. 7	National Association for Retarded Children	1971
b. 28, f. 4	National Public Radio (NPR)	1993
	NeXT	
b. 28, f. 5	Early sketches and notes	1986
b. 28, f. 6b. 130, f. 1	Camera-ready mechanicals and paste-ups, including branding spec sheet for color	1986
b. 28, f. 7	Typeface	1986
b. 28, f. 8b. 130, f. 2	Business cards for NeXT and Steve Jobs, transparencies, proof sheets and finals	1986
b. 28, f. 9	Stationery design and promotional materials	1986
b. 28, f. 10	Correspondence and packaging specs	1986–1987
b. 130, f. 1b. 28, f. 11-13	<i>The Sign of the Next Generation of Computers for Education.</i> , proofs and final logo presentation booklets	1986
b. 130, f. 2b. 28, f. 14	NeXT brochure	1986 October
b. 47 (Oversize)	NeXT box	
b. 138	Lapel pin	
b. 29, f. 1-2b. 130, f. 3	Okasan Securities Company	1990–1991
b. 29, f. 3	P&G Think Date estimate is from an unrelated dated letter found in correspondence with similar sketches.	Circa 1990
b. 29, f. 4	Perkin-Elmer Corporation	1962
b. 29, f. 5-7b. 130, f. 4	Pastore DePamphilis Rampone (PDR)	1987
b. 29, f. 8	Portfolio stationery	
b. 29, f. 9b. 130, f. 5	Robert Porter and Associates stationery	1993–1995
b. 29, f. 10	Sears	1993 March
b. 29, f. 11	Stauffer Chemical Company	1958–1959
b. 29, f. 12	Texas Instruments	1990–1993

## Corporate design, logos, and brand identities (continued)

b. 130, f. 6b. 29, f. 13	Tipton Lakes	1980
b. 118 (Oversize), f. 6	Tokyo Communication Arts and Osaka Communication Arts	1990
b. 130, f. 7b. 29, f. 14	United Nations (UNICEF) World Sailing Cup	1986
b. 138b. 30, f. 1-2b. 130, f. 8	United Parcel Service (UPS) Early logo sketches and artwork, correspondence, background, stationery, and a belt buckle.	1961-1971
	United States Department of the Interior, National Park Service	
	Bureau of Indian Affairs	
b. 30, f. 3b. 131, f. 1	Logo design proofs and early sketches	1967-1968
b. 30, f. 4	Correspondence and contract	1967-1968
b. 97, f. 7	<i>A New Symbol for the United States Department of the Interior, Bureau of Indian Affairs</i>	1968 June
b. 30, f. 5b. 131, f. 2	Boston National Historical Park poster	1975
b. 30, f. 6b. 131, f. 3	Benjamin Franklin 200th Anniversary event	1990
b. 30, f. 7b. 131, f. 4	United States Post Office stamp design for health research honoring Sloan Kettering	1983 July
	University of California, Los Angeles	
b. 30, f. 8b. 97, f. 9b. 131, f. 5	UCLA Extension, Master Graphic Design Cover Series Winter Catalogue	1989-1990
b. 30, f. 9	Department of Design, Paul Rand Workshop, student work Access to student and personnel files is prohibited for 75 years or life plus five years (whichever is longer).	1990
b. 31, f. 1b. 131, f. 6	Summer Session 1993 cover design	1991-1994
b. 31, f. 2b. 131, f. 7	UCLA Extension cover design Fall 1994, 75th anniversary	1994
b. 31, f. 3	UCLA Extension Spring 1997, cover design featuring Paul Rand	1996-1997
b. 31, f. 4b. 131, f. 8	University of Hartford Correspondence and proofs regarding design for Harry Jack Gray Center dedication event	1988-1989
b. 31, f. 5b. 131, f. 9	Warsaw Ghetto Resistance Organization 50th Anniversary of the Warsaw Ghetto Uprising event design proofs and correspondence	1993

## Corporate design, logos, and brand identities (continued)

## Westinghouse

Paul Rand was commissioned to create a visual identity for Westinghouse Electric in 1959. This grouping represents his artistic process and development of the circle W logo as well as his implementation of the corporate design program with a Graphics Identification Manual and guidelines. It contains working files, sketches, artwork, galley proofs, correspondence, and packaging. It also includes annual reports, advertisements, textiles, and stationery samples.

Documentation and samples of the Westinghouse Gothic typeface, created by Rand, is also included in these files.

Also present are photographs, press releases, and planning documents from the development of a computer-controlled sign constructed for the Pittsburgh, Pennsylvania building.

## Correspondence

b. 31, f. 6-9	General	1960-1971
b. 32, f. 1	General	1976-1988
b. 32, f. 2-3	Huppertz, Richard E.	1960-1966
b. 32, f. 4	Corporate Design Center employee memento book	[1980?]
b. 32, f. 5	Coporate Christmas cards	Undated

## Project files

b. 32, f. 6b. 132, f. 1	Logo design, original sketches and mechanical art	1960
b. 32, f. 7b. 132, f. 2	Presentation book proof sheets	1960
b. 32, f. 8	Advertising for magazines and newspapers	Circa 1960
b. 33, f. 1	Internal stationery	1963-1969
b. 33, f. 2	President's memorandum establishing Corporate Design Center	1966
b. 33, f. 3	Gothic typeface	1966
b. 33, f. 4	Corporate sign systems and reference sheet for sign painting	1967-1970
b. 33, f. 5b. 132, f. 3	Animated sequence sign for Pittsburgh, Pennsylvania Wesco building Correspondence, photographs, and press release regarding the construction of an outdoor building sign which lights up.	1966-1971
b. 132, f. 4	Advertisements, Westinghouse Today! and Aspen News	1967, 1975
b. 33, f. 6	Catalog Design, Trafford grid material	1968
b. 33, f. 7	Rating plate standards sheet	1968
b. 33, f. 8	Corporate Design Center brochure	1970

## Corporate design, logos, and brand identities &gt; Westinghouse &gt; Project files (continued)

b. 33, f. 9-10	Annual Report cover designs	1970–1979
b. 33, f. 11	Advertising campaign, composer series	1971
b. 34, f. 1b. 132, f. 5	Westinghouse Gothic alphabet, proof sheets and transparencies	1971–1974
b. 34, f. 2	Corporate Design Center, Operating and Strategic Programs	1974
b. 132, f. 6	"About Quality" statement poster proofs	1974
b. 34, f. 3	HR6161: An Act of Congress film poster, mechanicals and sketches	1979
b. 132, f. 7	Westinghouse, negatives of lightbulb packaging	1984
b. 132, f. 8	Printed ads	Undated
b. 44, f. 9b. 48, f. 1-9	Westinghouse packaging	
b. 152 (Broadside)	Logo repeat fabric samples	
b. 34, f. 4b. 133, f. 1	Westvaco broadside	1968
	Yale University Rand designed the logo for Yale University Press in 1985. For materials related to his teaching career at Yale, see Series III, subseries Teaching.	
b. 34, f. 5	Yale Bulletins	1964, 1976, 1989
	Yale University Press	
b. 34, f. 6	Logo proofs and stationery	Circa 1985
b. 34, f. 7b. 133, f. 2	Catalogue cover design mechanicals and final	Fall 1985
	Yale University School of Art	
b. 34, f. 8	Graphic Design Alumni Directory	1951–1984
	Graduate Program recruitment posters, sketches and final versions	1975–1988
b. 34, f. 9-11	1975-1988	1975-1988
b. 35, f. 1-2	1986–1992	1986–1992
b. 133, f. 3	Oversize	1976–1992
b. 35, f. 3	Correspondence	1987–1999
	Advertising design	
b. 35, f. 4b. 134 (Oversize), f. 1	Airwick	1954–1955

## Advertising design (continued)

b. 35, f. 5	American Advertising Guild, course announcement card	1941
b. 35, f. 6b. 134 (Oversize), f. 2	Ancient Age Whiskey and Gibson Distillers	1948–1950
b. 35, f. 7b. 134 (Oversize), f. 3	Ayerst, McKenna and Harrison Pharmaceuticals Advertisements for Beminal and Tomectin medications.	Circa 1947
b. 35, f. 8	Cities Service Company gasoline	1955–1956
b. 35, f. 9	Color Council, E.I. du Pont de Nemours and Company	
b. 35, f. 10	Container Corporation of America Correspondence with N.W. Ayer & Son regarding designs for Container Corporation, with references to Thomas Erskine sketch "On the advantages of free speech" and Henry Ward Beecher/Herodotus designs.	1945–1954
b. 35, f. 11	Cook's Imperial American Champagne	
b. 137b. 134 (Oversize), f. 5b. 35, f. 12	Coronet Brandy	1946
b. 118 (Oversize), f. 7b. 134 (Oversize), f. 6b. 35, f. 13-14	Disney Hats, Frank H. Lee Company Includes Arc of Gratitude newspaper advertisement in oversize box 118.	1946–1948
b. 35, f. 15	Drew Pearson Radio Program, advertisement for State Capitol of Atlanta speech	Circa 1946
b. 134 (Oversize), f. 7b. 35, f. 16	Dubonnet	Circa 1944
b. 35, f. 17	DuBouchett Cordials	Circa 1944
b. 35, f. 18	Dunhill tailors	
b. 136 (Oversize), f. 1b. 35, f. 19	Emerson Electronic Radio	
	G.H.P. Cigar Company Paul Rand primarily worked with the El Producto account but may have done other design work for the company.	
b. 36, f. 1-3b. 134 (Oversize), f. 4	El Producto Includes brochure materials, sketches, and proofs. May include designs for related cigar companies affiliated with Consolidated Cigar Corporation including Lovera, La Palina, and Headline.	1952–1958
b. 135 (Oversize), f. 1-3	El Producto pencil sketches and newspaper campaigns	1953–1958
b. 36, f. 4	Holiday advertisements	1952–1958
b. 36, f. 5	Cigar packaging samples	Circa 1952

## Advertising design &gt; G.H.P. Cigar Company (continued)

b. 36, f. 6	Consolidated Cigar Corporation annual report	1954
b. 36, f. 7	Correspondence Includes hiring contract and resignation letter.	1957- 1962
b. 36, f. 8	El Producto letterhead	Undated
	Packaging	
b. 42, f. 4	La Palina, Lovera, and Headline	
b. 42, f. 5-6	El Producto	Circa 1952
b. 43	El Producto, three dimensional	
b. 36, f. 9	Helbros watches	
b. 136 (Oversize), f. 2b. 36, f. 10-11	Jacqueline Cochran	1941-1946
b. 136 (Oversize), f. 3b. 36, f. 12	Kaiser-Frazer	1948-1951
b. 136 (Oversize), f. 4-5	Kaufmann's and Macy's	1947-1948
b. 36, f. 13	Labels designs for Schenley Gin, Airwick, and Dubonnet Vermouth	
b. 153 (Oversize)	Schenley Gin glass bottles with labels affixed	
b. 36, f. 14	Miscellaneous advertisements Blatz Brewing Co., The Kenilworth Press, and Pioneer-Moss Inc. Title retained from original order.	Circa 1954
b. 138b. 36, f. 15	Nutricula Realia includes a Nutricula bottlecap.	1947
b. 37, f. 1b. 118 (Oversize), f. 7b. 136 (Oversize), f. 1b. 36, f. 16	Ohrbach's department store	1945-1948
b. 37, f. 2b. 136 (Oversize), f. 7	Olivetti Lettera	1953
b. 37, f. 3	Orpi oil colors, Talens and Son Laboratories	1942-1944
b. 136 (Oversize), f. 8	Park and Tilford fresh fruit tarts, maquette	1932
b. 37, f. 4	Penn/Brite offset value sheet insert, New York and Pennsylvania Company	1964
b. 37, f. 5	Radio Corporation of America (RCA) Newspaper announcement design proof.	
b. 37, f. 6	Robeson Cutlery Company, Shur-Edge knives	1947

## Advertising design (continued)

b. 37, f. 7	S.E.P. & Collier's, Literary Digest	1933
b. 37, f. 8-9b. 136 (Oversize), f. 9	Smith, Kline, and French Laboratories (SKF) SKF was an American pharmaceutical company.	1944-1947
b. 37, f. 10b. 136 (Oversize), f. 10	Stafford Fabrics, stallion brochures	1944-1948
b. 37, f. 11	Strathmore Paper Company	
b. 37, f. 12	Tygart Valley Glass Company, The Glass Packer	1936 January
b. 136 (Oversize), f. 11	Vichy, maquette	1932
Packaging		
b. 44, f. 10	Nylast for Nylons	
b. 44, f. 11	Thomas Creighton Shubalm	1930
Book jackets		
Clients		
Arranged in chronological order within clients.		
Alfred A. Knopf publishing		
b. 118 (Oversize), f. 8b. 37, f. 13	A Bell for Adano advertisement	1945
Book jacket process materials		
Mechanicals, paste-ups, sketches, and finished products.		
b. 37, f. 14	The Fervent Years, 1931-41: The Story of Group Theatre and the Thirties book jacket	1945
b. 37, f. 15	The Captive Mind by Czeslaw Milosz	1955
b. 37, f. 16	Mine Boy, Peter Abrahams	1955
b. 37, f. 17	The Revelations of Dr. Modesto, Alan Harrington	1955
b. 37, f. 18	Leave Me Alone, David Karp	1957
b. 37, f. 19	American Son, Francis MacManus	1959
b. 37, f. 20	A Fine Frenzy, Noel Woodin	1959
b. 37, f. 21	Paul Rand: His Work from 1946 to 1958, Yusaka Kamekura	1959
b. 37, f. 22	The Devil and the Good Lord and two other plays, Jean Paul Sartre	1960
b. 38, f. 1	Fiction and the Unconscious, Simon O. Lesser	1960
b. 38, f. 2	The Shores of Light, Edmund Wilson	1960

## Book jackets &gt; Clients &gt; Alfred A. Knopf publishing &gt; Book jacket process materials (continued)

b. 38, f. 3b. 118 (Oversize), f. 9	Mona Simpson titles: <i>The Lost Father</i> and <i>Anywhere but Here</i>	1991
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## Final samples

These files contain only final printed versions of book jackets.

b. 38, f. 4	Leave Cancelled, Nicholas Monsarrat (book)	1945
b. 38, f. 5	The Tables of Law, Thomas Mann (book)	1945
b. 38, f. 6	The American Democrat, James Fenimore Cooper	1955
b. 38, f. 6	The American Essays of Henry James	1956
b. 38, f. 6	The Anatomy of Revolution by Crane Brinton	1956
b. 38, f. 6	Forces in Modern British Literature 1885-1956, William York Tindell	1956
b. 38, f. 6	The Future of the Novel, Henry James	1956
b. 38, f. 6	Great Issues in American History, by Richard Hofstadter	1956
b. 38, f. 6	A History of Russian Literature, D.S. Mirsky	1956
b. 38, f. 6	The Lost Steps, Alejo Carpenter	1956
b. 38, f. 6	Modern Art, USA: Men, Rebellion, Conquest, 1900-1956, jacket	1956
b. 38, f. 6	The New Borzoi Book of Ballets, Rosalyn Krokover	1956
b. 38, f. 6	Poetics of Music, Igor Stravinsky	1956
b. 38, f. 6	The Second Man, Edward Grierson	1956
b. 38, f. 6	Essays, Thomas Mann	1957
b. 38, f. 6	The Social History of Art 1-4, Arnold Hauser	1957
b. 38, f. 7	The Bathtub Hoax, H.L. Mencken	1958
b. 38, f. 7	Caligula and Three Other Plays, Albert Camus	1958
b. 38, f. 7	Exile and the Kingdom, Albert Camus	1958
b. 38, f. 7	Prejudices, H.L. Mencken	1958
b. 38, f. 7	The Country Girls, Edna O'Brien	1959
b. 38, f. 7	The Declaration of Independence, Carl L. Becker	1959
b. 38, f. 7	The Road to Xanadu, John Livingston Lowes	1959
b. 38, f. 7	Traps, Friedrich Duerrenmatt	1959
b. 38, f. 7	The Transposed Heads, Thomas Mann	1959
b. 38, f. 7	Wake Up, Stupid, Mark Harris	1959

## Book jackets &gt; Clients &gt; Alfred A. Knopf publishing &gt; Final samples (continued)

b. 38, f. 7	Goodbye, Columbus and 5 short stories, Philip Roth	1960
b. 38, f. 7	The Possessed, Albert Camus	1960
b. 38, f. 7	Soviet Marxism, by Herbert Marcuse	1960
b. 38, f. 7	The Condemned of Altona, Jean Paul Sartre	1961
b. 38, f. 7	Borderlands, Delia and Ferdinand Kuhn	1962
b. 38, f. 7	Wagner as Man and Artist, Ernest Newman	1962
b. 118 (Oversize), f. 8	Oversize samples	
Correspondence		
b. 38, f. 8-9	Alfred A. Knopf Incorporated	1944-1960
b. 39, f. 1	Alfred A. Knopf Incorporated	1960-1964
Atheneum		
b. 39, f. 2	The Robber Bridegroom, Eudora Welty	1962
b. 39, f. 2	Six Nonlectures, E.E. Cummings	1962
b. 39, f. 2	The Diplomats: 1919-1939, volumes 1-2, Gordon A. Craig and Felix Gilbert	1963
b. 39, f. 3	Correspondence	1963
Bollingen Series, Pantheon Books Rand created jackets for this publisher between 1956 and 1964. It was led by Helen and Kurt Wolf with Jacques Schiffrin, who have records in the correspondence files of this group.		
b. 39, f. 4	St John Pierre book jackets: Winds, Seamarks, Chronique	1958-1960
b. 39, f. 5	Complex/Archetype/Symbol in the Psychology of C.G. Jung, Jolande Jacobi	1959
b. 39, f. 6	The Living Symbol, Gerhard Adler	1961
Final samples		
b. 39, f. 7	Art and Illusion, E.H. Gombrich	1956
b. 39, f. 7	The Collected Works of Paul Valéry Volume 3-13	1956
b. 39, f. 7	Plato: An Introduction, Paul Friedländer	1956
b. 39, f. 7	Painting and Reality, Etienne Gilson	1957
b. 39, f. 7	Yoga, Mircea Eliade	1958
b. 39, f. 7	Zen and Japanese Culture, D.T. Suzuki	1958

## Book jackets &gt; Clients &gt; Bollingen Series, Pantheon Books &gt; Final samples (continued)

b. 39, f. 7	Asklepios: Archetypal Image of the Physician's Existence, C. Kerényi	1959
b. 39, f. 7	The Archetypal World of Henry Moore, Erich Neumann	1960
b. 39, f. 7	Change: 8 Lectures on the I Ching, Hellmut Wilhelm	1960
b. 39, f. 7	Creative Intuition in Art and Poetry, Jacques Maritain	[1960?]
b. 39, f. 7	The Limits of Art, Huntington Cairns	1960
b. 39, f. 7	Blake and Tradition, Kathleen Raine	[1962]
b. 39, f. 7	The Gothic Cathedral, Otto von Simson	1962
b. 39, f. 7	Hindu Polytheism, Alain Daniélou	1962
b. 39, f. 7	Literary Language and Its Public in Late Latin Antiquity and in the Middle Ages, Erich Auerbach	1962
b. 39, f. 7	Of Divers Arts, Naum Gabo	1962
b. 39, f. 7	Pandora's Box, Dora and Erwin Panofsky	1962
b. 39, f. 7	Paracelsus: Selected Writings, Jolande Jacobi	1962
b. 39, f. 7	Prometheus: Archetypal Image of Human Existence, C. Kerényi	1962
b. 39, f. 7	Eleusis: Archetypal Image of Mother and Daughter, C. Kerényi	1963
b. 39, f. 7	The Great Mother, Erich Neumann	1963
b. 39, f. 7	Myths and Symbols in Indian Art and Civilization, Heinrich Zimmer	1963
b. 39, f. 7	The Portrait in the Renaissance, John Pope-Hennessy	1963
b. 39, f. 7	Psychic Energy, M. Esther Harding	1963
b. 39, f. 7	Shamanism, Mircea Eliade	1963
b. 39, f. 7	The Origins and History of Consciousness, Erich Neumann	1964
b. 39, f. 7	Aurora Consurgens, Marie-Louise von Franz	1965
b. 39, f. 7	The 'I' and Not-I', M. Esther Harding	1965
b. 39, f. 7	The Myth of the Eternal Return, Mircea Eliade	1965
b. 39, f. 7	Selected Works of Miguel de Unamuno	1967
b. 39, f. 7	Christian Iconography, André Grabar	1968

## Book jackets &gt; Clients &gt; Bollingen Series, Pantheon Books &gt; Final samples (continued)

b. 141 (Oversize), f. 1-2	Oversize Includes oversize samples of all titles with the addition of the following that are only available in an oversize print: Mudra: A Study of Symbolic Gestures in Japanese Buddhist Sculpture, E. Dale Saunders (1959); Jewish Symbols in the Greco-Roman Period, Erwin R. Goodenough (1965); On Quality in Art, Jakob Rosenberg (1967).	
b. 39, f. 8	Correspondence	
	Doubleday/Anchor Books	
b. 39, f. 9	Evangelical Theology, Karl Barth	Circa 1960
b. 39, f. 9	The Future of an Illusion, Sigmund Freud	Circa 1960
b. 39, f. 9	The Craft and Context of Translation, William Arrowsmith and Roger Shattuck	Circa 1960
b. 39, f. 9	The Treasure of the Copper Scroll, John Marco Allegro	
b. 39, f. 9	Of Time, Work, and Leisure, Sebastian de Grazia	Circa 1960
	Harvest Books Imprint	
b. 39, f. 10	The 20th Century Capitalist Revolution, A.A. Berle, Jr.	1954
b. 39, f. 10	The Acquisitive Society, R.H. Tawney	1955
	Wittenborn and Company (Schultz)	
b. 39, f. 11	Problems of Contemporary Art no. 1: Form and Sense, Wolfgang Paalen	1945
b. 39, f. 12	Origins of Modern Sculpture, W.R. Valentiner	1946
b. 39, f. 12	On My Way, Jean Arp	1948
b. 39, f. 12	The Dada Painters and Poets: An Anthology (Documents of Modern Art, Vol. 8), Robert Motherwell	1951
b. 39, f. 13	Correspondence	1949–1961
b. 39, f. 14	Frank Davis book jacket maquette	[1929]
b. 39, f. 15	Missa Solemnis, Arturo Toscanini	Undated
b. 39, f. 16	Book jackets, miscellaneous	1946–1948
b. 104–106	Books Physical copies of published books featuring the book jackets designed by Paul Rand. All book jackets in these boxes are also in the foldered book jacket files before this.	
	Magazine, periodical, and journal covers	
b. 39, f. 17	AD Magazine	1941
b. 133, f. 4	American Printer, volume 97 number 2	1933

## Magazine, periodical, and journal covers (continued)

b. 98, f. 1b. 39, f. 18	Architectural Forum	Circa 1945
	Direction magazine covers Direction was an anti-fascist publication from 1937 to 1945 founded and edited by Marguerite Tjader Harris.  Also see: series II: Professional correspondence, Marguerite Tjader Harris, 1938-1942, Box: 50 Folder: 7	
b. 39, f. 19-20	1938-1941	1938-1941
b. 40, f. 1-2b. 98, f. 2	1939-1945	1939-1945
b. 133, f. 5	Eagle design for centennial booklet, from [Ivan] Chermayeff	1971, 1975
	Esquire	
b. 40, f. 3	A Factual Study of Readers and Market	1936
b. 40, f. 4	Fashion Forum program	1937
b. 40, f. 5	Culinary Counsel for Men	1938
b. 40, f. 6	Editorial designs	Circa 1938
b. 40, f. 7b. 98, f. 3-4	Apparel Arts cover samples	1939-1941
b. 98, f. 5	Christmas brochure	1939
b. 40, f. 8b. 98, f. 6	Going Back to School campaign	1940
b. 40, f. 9	Esquire June Boon	1940
b. 40, f. 10	2nd Annual Christmas Fair	1940
b. 40, f. 11	Advertisement series	
b. 133, f. 6	Flair magazine	1949
b. 40, f. 12	Glamour (Conde Nast) editorial spread	1956
b. 40, f. 13	Hamburg-American Line: Pleasure Cruises to the West Indies	1935
b. 98, f. 7b. 139 (Oversize), f. 1	Holiday magazine	1956
b. 133, f. 7b. 40, f. 14-15	Idea Magazine	1954-1955, 1983, 1996
b. 40, f. 16	Jazzways	1946
b. 40, f. 17	The Klee Foundation, Paintings, Drawings, and Prints by Paul Klee	1949
b. 40, f. 18	Museum of Modern Art 20th anniversary publication: Modern Art in Your Life	1949, 1953

## Magazine, periodical, and journal covers (continued)

b. 40, f. 19	New York World's Fair brochure and cover sample Compiled for P/M Magazine by Laboratory School of Industrial Design	1939
b. 133, f. 8b. 40, f. 20-21	<i>Operation Peace: A Photographic Story of the 1957-1958 Mediterranean Cruise of the USS Randolph</i>	1957-1958
b. 139 (Oversize), f. 2b. 40, f. 22	<i>Perspectives</i> artwork	1952-1953
b. 40, f. 23	PM Magazine	1938
b. 41, f. 1	Type Directors Club, <i>A Twenty Four Page Book</i>	1987
b. 98, f. 8	<i>Women</i> cover design	1948
Posters		
Process materials		
b. 41, f. 2	20th Century Art from the Arensberg Collection, School of the Art Institute of Chicago exhibition poster	
b. 41, f. 3	BAB-O 24-sheet billboard photographs	1951
b. 154 (Broadside)-158 (Broadside)	BAB-O billboard screenprint proof sheets	1951
b. 41, f. 4-5b. 139 (Oversize), f. 3	Earth Day New York, Earth Fair '95 Poster design to celebrate the 25th anniversary of Earth Day, with an exhibition organized by the Pushpin Group in Grand Central Terminal. Files include mechanical designs, sketches, and correspondence.	1994-1995
b. 41, f. 6	Industrial Arts Exposition	1935
b. 41, f. 7	Interfaith Day posters	1949-1956
b. 41, f. 8-9b. 140, f. 1	International Design Conference in Aspen Sources and Resources of 20th Century Design poster (1966) and The Prepared Professional (1982).	1968, 1982
b. 140, f. 2	Laugh poster	
Museum of Modern Art		
b. 41, f. 10	Exposicion de pintura proofs	1941
b. 41, f. 11	<i>The House in the Museum Garden</i> by Marcel Breuer	1949
b. 41, f. 12	Portrait of Picasso catalogue cover design	
b. 41, f. 13	Poster exhibition for the National Foundation for Infantile Paralysis, polio sketch	1949-1950
b. 41, f. 14	New York Subway posters	1947
b. 41, f. 15	<i>No Way Out</i> , 20th Century Fox billboard photographs	1950

## Posters &gt; Process materials &gt; No Way Out , 20th Century Fox billboard photographs (continued)

b. 159 (Broadside)–161 (Broadside)	<i>No Way Out</i> 24-sheet billboard screenprint proofs	1950
b. 140, f. 3b. 41, f. 16	Richard Sapper exhibition poster design proofs	1992–1993
b. 41, f. 17	SOS Kinderdorf poster design, correspondence and mechanicals	1996–1997
b. 139 (Oversize), f. 4	Suicide poster proofs	1965
b. 41, f. 18	United Jewish Appeal Proofs and press photograph.	1946
b. 41, f. 19	Vietnam Moratorium Committee, death mask anti-war poster	1970
Full size poster prints		
b. 162 (Broadside)	The Art Directors Club of New York and Cincinnati 3rd International Exhibition call for entries, Cincinnati Art Director's Club Paul Rand Exhibition poster, and poster for Design 63.	
b. 141 (Oversize), f. 3	Book week, "Explore with Books"	
b. 163 (Broadside)	Children's book illustrations Contains posters created from children's book illustrations: an ice cream cone and heart from Sparkle and Spin; animals from Listen! Listen!; and an oil lamp and text design from I Know a Lot of Things.	
b. 164 (Broadside)	Book covers and jackets Poetics of Music by Igor Stravinsky, Prejudices by H.L. Mencken, and The Dada Painters and Poets: An Anthology (Documents of Modern Art, Vol. 8) by Robert Motherwell.	
b. 165 (Broadside)	Creative Media Center	
b. 166 (Broadside)	Cummins Engine Company	
b. 167 (Broadside)	Direction magazine, 1939 cover	
b. 168 (Broadside)	Earth Day 1995	
b. 169 (Broadside)	Education First	
b. 141 (Oversize), f. 4	El Producto	
b. 170 (Broadside)	Ford "Signs the say Safe Driving..."	

## Posters &gt; Full size poster prints (continued)

b. 141 (Oversize), f. 3	Graphic Arts Production yearbook design	1950
	IBM Posters	
b. 171 (Broadside)	75th Anniversary poster	
b. 171 (Broadside)	IBM Rebus design	
b. 172 (Broadside)	The Splendor of Dresden, National Gallery of Art	
b. 173 (Broadside)	Customer Service Division Awards Conference	
b. 173 (Broadside)	OPD [Office Products Division] Golden Circle	
b. 174 (Broadside)	IBM Latin America	
b. 174 (Broadside)	Resource Management	
b. 174 (Broadside)	S/390	
b. 175 (Broadside)	International Design Conference in Aspen Sources and Resources of 20th Century Design poster (1966) and The Prepared Professional (1982).	
b. 176 (Broadside)	"Man is distinguished from all other creatures by the faculty of laughter." Joseph Addison, 1712. [laugh poster]	
b. 177 (Broadside)	NeXT	
b. 178 (Broadside)	Pastore DePamphilis Rampone Trademark posters and poster with quote "What would life be if we had no courage to attempt anything?" Vincent van Gogh	
b. 179 (Broadside)	Quality statement for IBM and Westinghouse	
b. 180 (Broadside)	Richard Sapper Design, exhibition poster	
b. 181 (Broadside)	SOS Kinderdorf Children's Village	
b. 182 (Broadside)	Tokyo Communication Arts and Osaka Communication Arts	
b. 183 (Broadside)	U.S. Department of the Interior, National Park Service Benjamin Franklin 200 Year Celebration, Boston National Historical Park, and Minute Man National Historical Park.	

## Posters &gt; Full size poster prints (continued)

b. 184 (Broadside)	University of Hartford, University Center Dedication	
b. 184 (Broadside)	University of California, Los Angeles UCLA Extension Winter Quarter, Summer Sessions 1993, and UCLA 75th anniversary.	
b. 141 (Oversize), f. 5	Westinghouse Westinghouse advertisement and New York Times 1967 spread.	
b. 141 (Oversize), f. 6	Yale School of Art Graduate Program	1987-1991
b. 49, f. 1-14	Design portfolios Original binders were dismantled and discarded for preservation purposes. Portfolio pages were moved into archival folders and original order was retained.	

## Series II: Correspondence, 1937-1999

Series II contains Paul Rand's correspondence with clients, professionals in the arts, other designers, family, and friends. It documents his personal and professional relationships, which were closely intertwined. Many letters in this series are from artists, architects, and designers that also collaborated with Rand.

This series also contains correspondence from employees of IBM, Westinghouse, Cummins Engine Company, and other corporations for whom Rand did consultation work.

Letters are chiefly incoming with some typescript responses from Rand. The general file includes incoming correspondence from friends and some fan mail. Letters from former students are filed in Series III in the teaching subseries with relevant institution. Many letters are addressed to both Rand and his wife, Marion.

Correspondence frequently contains extensive sketches, usually unrelated to the content of the letter. Sometimes sketches are related to projects completed in the same year as a dated letter, but some may not be associated with any specific project. These drawings on any available blank paper serve as a record of Rand's artistic practice and reworking of design ideas.

The correspondence was originally arranged in rough alphabetical order and was rearranged by the archivist more thoroughly. Correspondents with more than one letter were identified and moved into a separate folder. Unidentifiable and infrequent senders remained in the original general file.

Some professional correspondence was left in its original order in project files, consult Series I for a full record of Rand's business correspondence. Overlap with graphic design process materials may occur in places where an individual is affiliated with a client or organization listed in Series I.


Series II is organized into two subseries: Professional Correspondence and Personal Correspondence. Arranged alphabetically by correspondent, followed by unidentified material.

### Professional correspondence

Includes inquiries from institutions seeking to include Rand's design work in exhibitions, exhibition judging invitations, business matters, and design requests.

b. 50, f. 1-4	Business inquiries Files are in reverse chronological order.	1951-1993
b. 50, f. 5	Charity jobs	1942-1987
b. 50, f. 6	Copyright Clearance Center	1998-1999
b. 50, f. 7	Direction Magazine, Marguerite Tjader Harris	1938-1942
b. 50, f. 8-9	Graphis Press contributions to Walter Herdeg, including "Typography 1"	1958-1980, 1993
b. 50, f. 10	HOW magazine correspondence	1992-1993
b. 51, f. 1	Invitations, general Professional opportunities including graphic design program evaluations, scholarship contributions, panel and seminar invitations.	1956-1999
b. 51, f. 2	Miscellaneous accounts	1990-1996
b. 51, f. 3	Museum of Modern Art	1941-1959
b. 51, f. 4	Poster mounting	1991-1992
b. 51, f. 5-9	Requests for comments, articles, and appearances	1946-1996

## Professional correspondence (continued)

b. 52, f. 1-5	Requests for contributions	1945–1990
b. 52, f. 6	Royal Designers for Industry	1950–1971
b. 53, f. 1-2	Royal Designers for Industry	1973–1993
b. 53, f. 3	William H. Weintraub and company	1941–1954
<p>Personal correspondence</p> <p>Correspondents include other designers and friends, Rand's mother Lena Rosenbaum, and some business clients. The letters provide insight to Rand's design process, personal activities, and collaborations with other artists.</p>		
General		
b. 53, f. 4-15	A-L	1937–1997
b. 54, f. 1-11	M-Z	1947–1998
b. 54, f. 12-13	Letters commenting on Paul Rand's work	1989–1997
b. 55, f. 1-2	Greeting cards	1992-1996, undated
<p>Individuals</p> <p>Individuals with whom Rand had correspondence but were filed with the group "Research file on design" were relocated to this group to more accurately reflect the description of the materials. Some of these files contain design samples that served as inspiration or research. For simplicity and retention of original order within the file, these materials remained with the related correspondence.</p>		
b. 55, f. 3	Albers, Anni and Josef	1945–1966
b. 55, f. 4	Altschul, Arthur and Charles	1994
b. 186,  39002091586439	Baltzam, Felix <i>1 Audiocassette</i>	1978
b. 55, f. 5	Bass, Saul	1971–1988
b. 55, f. 6	Birdsall, Derek	1997
b. 55, f. 7	Brownjohn, Robert	1961–1962
b. 55, f. 8	Critchley, John	1987–1993
b. 55, f. 9	Danziger, Louis	1983–1985
b. 55, f. 10	Dreyfuss, Henry	1961–1970
b. 55, f. 11	Eames, Charles and Ray correspondence and research file	1968, 1977-1990
b. 55, f. 12	Eames, Charles and Ray exhibition materials for The World of Franklin and Jefferson	1976
b. 55, f. 13	Einsel, Naiad and Walter	1971
b. 55, f. 14	Eisenman, Alvin and Hope	Circa 1971-1993

## Personal correspondence &gt; Individuals (continued)

b. 55, f. 15	Eksell, Olle and Ruthel	1947–1975
b. 55, f. 16	Evans, Doug Includes an abbreviated portfolio of Rand’s work, correspondence with Marion Rand, sketches, and letterhead for Doug Evans + Partners.	1996–1997
b. 55, f. 17	Fawcett, Robert	Circa 1986
b. 55, f. 18	Federico, Helen and Gene	1969–1981
b. 56, f. 1	Fletcher/Forbes/Gill, Pentagram Design	1964–1990
b. 56, f. 2	Frasconi, Antonio and Leona	1973–1977
b. 56, f. 3	Frazee, Mary	1983–1989
b. 56, f. 4	Friedman, Daniel	1977, 1992
b. 56, f. 5	Frutiger, Adrian	1961–1970
b. 56, f. 6	Fukuda, Shigeo	1966–1987
b. 56, f. 7	Games, Abram and Marianne	1956, 1964-1996
b. 56, f. 8	Gerstner, Karl BOAC logotype presentation	
b. 56, f. 9-10	Gerstner, Karl	1958–1966
b. 56, f. 11	Gill, Bob	Undated
b. 56, f. 12	Glaser, Milton	1963-1967, 1992-1996
b. 56, f. 13	Gluck, Nathan	1966, 1983-1986
b. 57, f. 1	Godard, Keith	1974–1991
b. 57, f. 2	Havinden, Ashley	1950–1961
b. 57, f. 3	Heller, Steven	1986–1994
b. 57, f. 4	Henrion, F.H.K. and Marion Wesel-Henrion	1977, 1990-1996
b. 57, f. 5	Heymann, Jorge of Ogilvy & Mather	1993
b. 57, f. 6	Hiebert, Kenneth	1967–1996
b. 57, f. 7	Hofmann, Armin and Dorothea	1977–1993
b. 57, f. 8	Hurlburt, Allen and Regina	1963, 1974-1985
b. 57, f. 9	Ibou, Paul	1991
b. 57, f. 10	Jobs, Steve	1996
b. 57, f. 11	Kalman, Tibor	1987–1994
b. 57, f. 12	Kamekura, Yusaku	1957–1997

## Personal correspondence &gt; Individuals (continued)

b. 57, f. 13	Kandinsky, Nina	1965–1966
b. 57, f. 14	Kepes, György	1940-1943, 1964-1965
b. 57, f. 15	Kimura, Yoko	1996–1997
b. 57, f. 16	Lenk, Krzysztof	1991–1992
b. 57, f. 17	Lois, George	1978–1998
b. 57, f. 18	Longhauser, William and Elsa	1994–1996
b. 57, f. 19	Maeda, John	1995–1996
b. 57, f. 20	Martin, Noel	1966, 1970, 1994-1996
b. 57, f. 21	Matulay, Laszlo and Harriette	1979–1994
b. 58, f. 1	McClanahan, Preston	1993–1998
b. 58, f. 2	Mendell, Pierre	1995
b. 58, f. 3	Milani, Armando	1993
b. 58, f. 4	Moholy-Nagy, Laszlo and Sybil	1939–1946
b. 58, f. 5	Müller, Lars	1991–1996
b. 58, f. 6-9b. 59, f. 1	Müller-Brockman, Josef and Shizuko Yoshikawa	1963–1977
b. 59, f. 2	Namuth, Hans	1976–1978
b. 59, f. 3	Nelson, George	1985
b. 59, f. 4	Noyes, Molly	1977-1978, 1986
b. 59, f. 5	Odermatt, Siegfried and Rosmarie Tissi	1968–1993
b. 59, f. 6	Paganucci, Bob	1980–1989
b. 59, f. 7	Palsøj, Jørgen	1994
b. 59, f. 8-11	Pentagram booklets	1970s-1990s
b. 60, f. 1	Pintori, Giovanni	1977–1996
b. 60, f. 2	Porter, Robert	1993–1994
b. 60, f. 3	Quraeshi, Samina	Circa 1971
b. 60, f. 4	Reisinger, Dan	1982–1994
b. 60, f. 5	Roericht, Hans	1965–1979
b. 60, f. 6	Rosenbaum, Lena / Leah File includes letters to and from Rand's mother while she lived in Israel.	1965–1979

## Personal correspondence &gt; Individuals (continued)

b. 60, f. 7	Rüegg, Ruedi and Anni	1963-1969, 1980-1985
b. 60, f. 8	Saarinen, Aline B.	1962 April 2
b. 60, f. 9	Sapper, Richard	1988-1992
b. 60, f. 10	Sarkar, Benoy	1966-1996
b. 60, f. 11-12	Schleger, Hans and Pat	1957-1996
b. 61, f. 1	Schultz, Eileen Hedy	1987-1993
b. 61, f. 2	Schutte, Thomas	1994-1996
b. 61, f. 3	Seitlin, Percy and Alice	1970-1994
b. 61, f. 4	Sherman, Otto David	1992-1998
b. 61, f. 5	Singer, Sophie (Rosenbaum)	1972
b. 61, f. 6	Slaughter, Carl	Circa 1991
b. 61, f. 7	Spaeth, Tony	1991-1993
b. 61, f. 8	Steiner, Harry	1983-1989
b. 61, f. 9	Sutnar, Ladislav	1950
b. 61, f. 10	Teicher, Victor	1993, 1999
b. 61, f. 11	Tress, Maria, correspondence regarding Wilhelm Deffke	1986-1987
b. 61, f. 12	Troller, Fred design samples	1970s
b. 61, f. 13	Troller, Fred correspondence	1971-1993
b. 62, f. 1	Tschichold-Bill typography conflict	1946, 1993
b. 62, f. 2-3	Tschichold, Jan and Edith	1952-1980
b. 62, f. 4	Weidemann, Kurt	1964-1987
b. 62, f. 5	Weingart, Wolfgang	1995-1998
b. 62, f. 6	Zapf, Hermann	1976
b. 62, f. 7	Zinsser, William	1987-1992
b. 62, f. 8	Unidentified senders	

## Series III: Professional papers, 1932-2000

Series III consists of Paul Rand's exhibition files, teaching activities and outlines, writings and publications, and other records generated from the design field, including awards, honors, professional memberships, and financial records.

Also included are drafts of essays written by Rand without an associated publication, although many of the concepts appear elsewhere in Rand's published books.

This series duplicates visual material in Series I and are not dated in this grouping as it could not be determined when reproduced negatives were created. This applies to negatives and photographs of finished works, reproductions used for published books, trademark and typography examples, and advertising proofs.

Series III is organized into six subseries: Exhibitions; Honors and awards; Memberships; Teaching; Writings; and other professional papers.

Subseries were created by the archivist to combine related material the library received in separate shipments. Original chronological arrangement was retained within correspondence files and original titles were retained when descriptions reflected the contents of the files. Titles and new files were created by the archivist to group like material and identify loose papers.

Files are arranged chronologically unless otherwise noted.


### Exhibitions

Not all exhibitions with Paul Rand's work included are represented in this group.

#### Correspondence

b. 62, f. 9-10	Exhibition invitations	1938-1984
b. 63, f. 1-3	Requests from schools and museums for exhibits and samples	1941-1998
b. 63, f. 4-6	Judging invitations	1945-1992
b. 63, f. 7	Exhibition judging, International Poster Triennial in Toyama, Japan	1996-1997
<p>Paul Rand retrospective exhibitions</p> <p>Exhibition files may include photographs, gallery floorplans, checklists, printed materials, and correspondence.</p> <p>This grouping is arranged chronologically.</p>		
b. 63, f. 8	The Composing Room, photographs	1947
b. 63, f. 9b. 140, f. 4	School of Visual Arts	1964
b. 64, f. 1-7b. 140, f. 5	"The Graphic Art of Paul Rand," IBM Gallery Retrospective Includes press release, poster, visitor feedback, photographs, checklists, loan requests	1970
b. 64, f. 8	International Typeface Corporation	1984
b. 64, f. 9b. 141 (Oversize), f. 7	School of Visual Arts, "Masters Series: Paul Rand"	1987-1989
b. 64, f. 10	University of Hartford, "The Graphic Art of Paul Rand"	1990

## Exhibitions &gt; Paul Rand retrospective exhibitions (continued)

b. 64, f. 11	Ginza Graphic Gallery, Tokyo, "A Paul Rand Exhibition"	1992
b. 64, f. 12	Ginza Graphic Gallery facility report	1992
b. 65, f. 1b. 140, f. 6	Cincinnati Art Directors Club, University of Cincinnati, Paul Rand exhibition poster	1994
b. 65, f. 2	Westport Arts Center	1994
b. 186,  39002091586447	Fashion Institute of Technology, Ogilvy and Mather videotape of Paul Rand opening <i>1 Videocassette (U-matic)</i>	1994 March 18
b. 65, f. 3	Cooper Union, "A Paul Rand Retrospective"	1994-1997
	IBM Gallery	
b. 65, f. 4	Traveling exhibitions: correspondence and installation instructions	1965-1970
b. 65, f. 5	Art and Science exhibitions: brochures	1967-1970
b. 65, f. 6	Loan exhibition from National Collection of Fine Arts, Smithsonian, "Portrait of America: 1865-1915"	1967
b. 65, f. 7-8b. 140, f. 7	"Leonardo da Vinci" traveling exhibition, design proofs and photographs	1974-1982
	Honors and awards Includes diplomas, honorary degrees, certificates, and correspondence related to honors and awards.	
b. 65, f. 9-12	Correspondence General file consists of correspondence relating to honors, memberships, appointments, and occasionally a certificate or diploma.	1932-1972
b. 66, f. 1-3	Correspondence	1973-1998
b. 98, f. 9-11	Certificates	1938-1991
b. 98, f. 12	Honorary degree, School of Visual Arts	1989
b. 98, f. 13	Honorary degree, Pratt Institute	1996
b. 66, f. 4-5	Florence Prize	1987
b. 66, f. 6	Paul Rand Day Title retained from original file. Contains correspondence mainly with Marion Rand and others.	1996-1999
	Memberships Files are arranged alphabetically by name of organization.	
b. 67, f. 1-2	Alliance Graphique Internationale (AGI)	1952-1997
b. 67, f. 3	AGI Bulletins	1964-1992
b. 67, f. 4	American Center for Design, member directory	1993

## Memberships (continued)

b. 67, f. 5	Association Internationale Le Corbusier (AIRC)	1972–1975
b. 67, f. 6	Society of Typographic Arts (STA) Journal and member list	1980
b. 67, f. 7	Type Directors Club correspondence	1970–1988
	Teaching Access to student files may be prohibited for 75 years or life plus five years (whichever is longer). Files are arranged alphabetically by name of institution.	
b. 67, f. 8	Black Mountain College	1945–1948
b. 67, f. 9	Cooper Union Art School Faculty appointment correspondence, artwork, and teaching exercises.	1942
b. 67, f. 10	Laboratory School of Industrial Design Contains correspondence related to his teaching appointment for Advertising Design, including syllabi for Display Design Ila (Advertising Design), and exercises for design problems.	1939–1940
b. 67, f. 11	Pratt Institute graduate bulletin	1998–1999
b. 68, f. 1-5	Teaching materials Includes lesson plans and student work related to the parcheesi problem (Graphics 120), proportion systems, and selected design examples.	Undated
	Visiting lectures	
b. 68, f. 6-9	Invitations for speaking, seminars, and symposia	1941–1991
b. 68, f. 10-11	School requests for lectures and consultations	1970–1998
b. 69, f. 1	Lectures, general	1993–1996
b. 69, f. 2	Guest lecture, Arizona State University	1993–1995
b. 69, f. 3	Yale School of Art Graduate Studio in Graphic Design teaching materials "Design and the Play Instinct"	1982
	Yale Summer Program in Graphic Design, Brissago, Switzerland	
b. 69, f. 4	Syllabi, schedules, Léger problem, book lists Access to student files is prohibited for 75 years or life plus five years (whichever is longer).	1974–1996
b. 69, f. 5	Class thank you cards and photographs	1979, 1986-1996
b. 69, f. 6	Correspondence, internal and from students	1981–1997
b. 69, f. 7	Brochures, finals and mechanicals	1983–1996
b. 69, f. 8	Léger projects, student work and class lists Access to student files is prohibited for 75 years or life plus five years (whichever is longer).	1986–1994

## Writings and published books

## Books

*Thoughts on Design*

1946

Also see: Series I, Wittenborn and Company correspondence.

b. 70, f. 1-2	Design boards, proof sheets	1945–1947
b. 70, f. 3	Typed notes	1946
b. 70, f. 4	Source material	1946
b. 70, f. 5	Image permissions	1946–1951
b. 70, f. 6	Letters in response to book	1946–1951
b. 70, f. 7	First edition	1947
b. 70, f. 8	Abacus cover design proofs	
b. 70, f. 9	Thoughts on Design, revised edition blank copy	
b. 70, f. 10	Correspondence and contracts, paperback editions	1969–1977
b. 70, f. 11	Requests for copies	1971–1980
b. 70, f. 12	Publisher correspondence	1978–1979
	<i>Paul Rand: A Designer's Art</i>	1985
b. 71, f. 1	Cover and layout proofs	1985–1989
b. 71, f. 2	Brochure and order form	1985
b. 71, f. 3	Publicity	1985–1987
b. 71, f. 4	Korean translation	1996
b. 118 (Oversize), f. 10	Book jacket final samples for A Designer's Art and Thoughts on Design	
	<i>Design, Form, and Chaos</i>	1993
	Many letters overlap with correspondents in other series.	
b. 71, f. 5	Comments and reviews	1992–1993
b. 71, f. 6	Book proofs and outreach	1993
b. 71, f. 7	Letters in response to book	1993–1995
b. 140, f. 8-9	Proofs and other book material	1992-1993
	<i>From Lascaux to Brooklyn</i>	1996
b. 71, f. 8	Correspondence Includes correspondence with editors from Yale Press with feedback, an addendum, and comments from readers.	1994–1995

## Writings and published books &gt; Books &gt; From Lascaux to Brooklyn (continued)

b. 71, f. 9	Contracts and royalty statements	1994–1995
b. 71, f. 10-11	Page proofs, photographs	1995
b. 72, f. 1-4	Draft copy with revisions	1995
b. 72, f. 5	Reader feedback	1995–1996
b. 72, f. 6	Comments and addendum transcript	1995–1996
b. 140, f. 10	Research, negatives	1995
	Yale University Press records Includes correspondence and financial documentation related to titles published with Yale University Press.	
b. 72, f. 7	Correspondence	1984–1986
b. 73, f. 1	Correspondence	1987–1996
b. 73, f. 2	Contracts and royalty statements	1985, 1992-1995
	Manuscript notes and reference materials These are notes on themes that appear in published books but there is no specific title mentioned. Descriptive information was retained when available.	
b. 73, f. 3-5	Handwritten notes Drafted notes for concepts used in later writings, such as grid systems, Cezanne, space, perspective, and art historical references.	1967–1969
b. 73, f. 6-7b. 74, f. 1-2	Illustrations Examples of Chinese and Muslim calligraphy, corporate brochures, and some correspondence.	1967–1969
b. 74, f. 3	References	1967–1969
b. 74, f. 4-10	Typed notes Typed manuscript notes for an unidentified publication, including essays and notes to an introduction and themes such as perspective, grids, space, seeing, math, and other art historical references.	1967–1969
b. 74, f. 11	Typed first edition	1967
b. 75, f. 1	Typed first edition	1968
b. 75, f. 2	Essay, Useless Machines	Undated
b. 75, f. 3	Bibliographies	Undated
b. 75, f. 4	Miscellaneous notes	1989–1990
	Children's books Written by Anne Binkley (published under Ann Rand), illustrated by Paul Rand.	
b. 75, f. 5	Reviews and source material	

## Writings and published books &gt; Children's books (continued)

b. 75, f. 6b. 143 (Oversize), f. 1-11b. 144 (Oversize), f. 1-9	<i>Listen! Listen!</i>	1956
b. 142, f. 1-3	<i>I Know a Lot of Things</i>	1957
b. 75, f. 7b. 145 (Oversize), f. 1-9b. 146 (Oversize), f. 1-9	<i>Little 1</i>	1962
b. 147 (Oversize), f. 1-9b. 148 (Oversize), f. 1-8	<i>Sparkle and Spin</i>	1970
Publisher correspondence		
b. 75, f. 8-11	Harcourt, Brace and Company Correspondence, invoices, contracts, reprint information, and royalty statements.	1950–1993
b. 76, f. 1	Abrams Books correspondence, royalties, rights	1989–1993
b. 76, f. 2	Listen! Listen!	1998–2000
b. 76, f. 3	I Know a Lot of Things, Japanese edition correspondence and financials	
Interviews and articles		
b. 76, f. 4	"A Type Man Speaks" American Printer	1946 January
b. 76, f. 5	"Too Many Cooks" Art & Industry	1947 August
b. 76, f. 6	A Critique of the 50 Books, Bookbinding and Book Production	1948 April
b. 76, f. 7-8	Modern and Traditional Typography in America, Penrose Annual	1948–1949
b. 76, f. 9	Black in the Visual Arts, Graphic Forms, Harvard University Press	1949
b. 76, f. 10	The Story of a Symbol, Type Talks	1949 May
b. 76, f. 11	Questions and Answers, AIGA Journal	1951 Spring
b. 76, f. 12	The Art of the Poster, Posters, Rheinhold Publishing	1952
b. 76, f. 13	Modern Typography in the Modern World, Typographica 5	1952
b. 76, f. 14	The Trademark as an Illustrative Device, Trademark Design, Theobold	1952
b. 76, f. 15	Seven Designers Look at Trademark Design, Theobold	1952
b. 76, f. 16	Art in Advertising, guest editor	1954 August
b. 76, f. 17	Ideas about Ideas, Industrial Design	1955 August

## Writings and published books &gt; Interviews and articles (continued)

b. 76, f. 18	Interview for Type Talks, Advertising Typographers Association of America, number 84	1955 September-October
b. 76, f. 19	The Good Old NEUE Typografie, Typography USA, Type Directors Club	1959
b. 76, f. 19	How Can the Designer and Management Bridge Their Gap of Understanding?, "Print" panel	1959 March/April
b. 76, f. 19	The Art of the Package, Print	1960 January/February
b. 76, f. 19	Advertisement: Ad Vivum or Ad Hominem?, Daedalus, Journal of American of Arts & Sciences	1960 Winter
b. 76, f. 19	Our Biggest Threat is Conformity, Printers Ink	1960
b. 76, f. 20	The Trademarks of Paul Rand: A Selection, Wittenborn	1960
b. 77, f. 1-3	Design and the Play Instinct, "The Education of Vision" Braziller	1965
b. 77, f. 4	Jan Tschichold: The New Typography, Print magazine	1968-1969
b. 77, f. 5	Untitled essay with notes	1972
b. 77, f. 6	Unsung Heroes, Art Directors Club newsletter volume 2, number 2	1976 December
b. 77, f. 7	Herbert Matter Catalogue introduction	1978
b. 77, f. 8	Politics of Design, Graphis	1980
b. 77, f. 9b. 142, f. 4	Design Quarterly 123: A Paul Rand Miscellany, drafts and final	1983-1984
b. 77, f. 10	Good Design is Good Will, AIGA Journal	1987
b. 77, f. 11	Observations on Intuition, STA Journal	1987
b. 77, f. 12	Interview with Strathmore	1988
b. 99, f. 1	Artograph, No. 6	1988
b. 142, f. 5b. 77, f. 13	Art Center College of Design Review 5, volume 2 number 1, including panel transcript File contains correspondence and full transcript.	1989-1993
b. 77, f. 14	Interview with Steve Heller	1990
b. 77, f. 15	Some Thoughts and Some Logos	1991
b. 77, f. 16	Childhood Fantasies, book by Champion Papers featuring Paul Rand	1991
b. 77, f. 17	From Cassandre to Chaos	1992
b. 77, f. 18	"Object Lessons: A Review of the Evolution of Useful Things" by Henry Petroski," article for The New Criterion	1992-1993
b. 78, f. 1-2b. 142, f. 6	"Failure by Design" NY Times op-ed notes, drafts, and booklet Also working title "Corporate Design Dilemma"	1993

## Writings and published books &gt; Interviews and articles (continued)

b. 78, f. 3	Columbus, Indiana, A Look at Architecture 7th edition for Marion Rand	1998
Other professional papers This subseries includes additional material related to Rand's professional activities.		
b. 78, f. 4-5	Client project list and charges	1935-1936, 1962-1968
b. 78, f. 6	Photo proofs of ad slicks	1947-1967
b. 78, f. 7	Notebook containing finances, logo sketches, and design notes	Circa 1958
b. 78, f. 8	Business label and stamp, blank client cards	1964
b. 142, f. 7	Stationery proofs	1965
b. 78, f. 9	National Film Board of Canada project	1968
b. 78, f. 10	Microfilm project	1977
b. 78, f. 11	Gottschalk + Ash International design research and correspondence	1996
b. 78, f. 12-13	Negatives of finished works PDR, IBM, Yale, University of Hartford, posters; 4x5 and 8x10	
b. 142, f. 8b. 78, f. 14	Trademark examples, various	
b. 78, f. 15	Typographic examples	

**Series IV: Biographical materials, 1932-1997**

Series IV contains school diplomas, photographs of Paul Rand and his Weston, CT home, ephemera, greeting cards, sketches and notes, and publicity materials.

Series IV is arranged chronologically, followed by undated material.

b. 79, f. 1	Haaren High school diploma and course completion certificate from Pratt Institute	1932
b. 79, f. 2-3	Photographs and portraits	1937-1996
b. 79, f. 4	Astrological charts and analysis from Ferdinand Ostertag Other correspondence in the collection identifies "Ferd" as the name of a friend who compiles astrological charts.	1945
b. 79, f. 5-6	Weston house photographs	1965-1966
b. 79, f. 7	Greeting cards from the Rands	Circa 1970
b. 79, f. 8	Ephemera Contains a selection of newsletters and other publications, letters, examples of information design, and cover designs. These were foldered together without a descriptive title. Files remain in the order they were received because the archivist could not determine context.	Circa 1986
b. 79, f. 9-10	Loose sketches and notes Notes may be related to concepts that appear in manuscript drafts and published books. Sketches include skull, Yale "Y", a bird, Polaroid, liberty bell and silhouettes of faces, KLM, Gazette, and Mr. Toy. A group of sketches and collage works for IBM retained the original organization within a folder and include packaging specs and "PAGE" design.	Circa 1993
b. 79, f. 11	Publicity portrait	[1995]
b. 79, f. 12b. 118 (Oversize), f. 11	Unidentified artwork [Green candelabra with red background]; [Microphone with American flag pattern on blue background with white star]	

## Series V: Collected and source material, 1929-1996

Series V comprises materials used for reference and research. It includes files on individual designers, source material, photograms, and some of Rand's own work. Visual themes from this series appear in Rand's design work, including the abacus photogram used for his *Thoughts on Design* book cover.

It also contains transparencies for grids and rulers, typeface samples, and color swatches from Rand's design studio that were likely used in creating artwork.

Series V is organized in three subseries: Manuscripts and documents; Photographs; and Resource file on design. Files are arranged alphabetically by content.

Materials in this series were originally sorted together and were rearranged within the existing groups to alphabetical order.

### Manuscripts and documents

Includes files that were grouped together by the creator.

b. 79, f. 13	Architecture research	
b. 80, f. 1	Copyright infringement (cribbing) Examples of design work similar to Paul Rand's published works.	1942–1979
b. 80, f. 2	Corporate Identity programs	
b. 80, f. 3	Design Education	Circa 1993
b. 80, f. 4	Grid systems	
b. 80, f. 5	Historic typefaces	
b. 80, f. 6-7	Junk file	
b. 80, f. 8	Logos and miscellaneous ideas	
b. 80, f. 9	Monotype Newsletter, issues number 70-83	1963–1968
b. 81, f. 1	Monotype Newsletter, issues number 84-93	1968–1972
b. 81, f. 2	Scrap	
b. 81, f. 3-5	Signs	
b. 81, f. 6	Trends	
b. 82, f. 1-3b. 142, f. 9-10	"Wall stuff" The original title for this file is "wall stuff," and likely refers to materials that formerly decorated the walls of Paul Rand's studio space. Files include transparencies for rulers and grid systems references, typeface samples, works by other designers, especially Fernand Léger, and various design elements used in Rand's work.	
b. 82, f. 4	William Morris fabrics and wallpaper	1996
Photographs		
b. 82, f. 5	Computer patterns File includes circuit board pattern used for IBM.	

## Photographs (continued)

b. 82, f. 6	Furniture design	
b. 82, f. 7	Miscellaneous photographs Title is retained from original description; contains weather patterns and other unidentifiable photographs.	
b. 82, f. 8	Packaging design	1946–1953
b. 82, f. 9	Photograms [Abacus, circuit board, and others]	
b. 82, f. 10	Product design File primarily includes photo proofs of perfume bottles.	Circa 1944
b. 82, f. 11	Typography	
b. 82, f. 12	X-Rays	
	<p>Resource file on design</p> <p>Consists of articles, clippings, exhibition catalogs, and printed material. Includes files on individuals, corporations, topics, genres, and geographic areas. Files in this grouping which previously included correspondence with other designers were moved to Series II: Correspondence.</p> <p>Research files were likely collected by Rand and used as inspiration for his own design or as background design reference on clients' existing or historical brand identities. These files do not contain any of Rand's original work.</p> <p>These files were originally in loose alphabetical order and were slightly rearranged to reflect a higher level of detail.</p>	
b. 82, f. 13	Arp, Jean	
b. 82, f. 14	Bauhaus	
b. 82, f. 15	Bauhaus-archiv museum fur gestaltung	
b. 82, f. 16	Beall, Lester	1965 Nov 26
b. 82, f. 17	Birnbaum, Abe New Yorker covers	1952–1956
b. 82, f. 18	Bobri printed works	Circa 1935
b. 83, f. 1	Covarrubias, Miguel	Circa 1935
b. 83, f. 2-3	Brochures, event flyers, advertisements	Circa 1958-1967
b. 83, f. 4-5	Brochures: Braun	1972–1989
b. 83, f. 6	Brodovitch, Alexey	
b. 83, f. 7	Carmi, Eugenio	
b. 84, f. 1-2	Cassandre, A. M. booklets and advertisements	Circa 1936
b. 84, f. 3	Columbia Broadcasting System, Inc. (CBS)	
b. 84, f. 4	CIBA Corporation brochures	Circa 1959
b. 84, f. 5	Clowns, reference images	

## Resource file on design (continued)

b. 84, f. 6	Color combinations, reference material	
b. 84, f. 7	Container Corporation advertisements	
b. 84, f. 8	English design	
b. 84, f. 9	Engravings and certificates	
b. 84, f. 10	Expo 67, the Universal and International Exhibition of 1967 in Montreal, Canada	1967
b. 84, f. 11	Fabric samples	
b. 84, f. 12	Flags, reference images	
b. 85, f. 1	Foreign newspaper	1961
b. 85, f. 2	Francois, Andre, New Yorker covers	1956-1971
b. 85, f. 3	French design	
b. 85, f. 4	Garretto, Paolo article by Steven Heller for Print Magazine	
b. 85, f. 5	German design	
b. 85, f. 6	Hadank, O.H.W.	
b. 85, f. 7	Indian art	
b. 85, f. 8	Industrial design	Circa 1960s
b. 85, f. 9	Italian design	
b. 85, f. 10	Japanese design	
b. 85, f. 11	Jensen, Gustav	
b. 85, f. 12	Kauffer, McKnight	
b. 86, f. 1	Kunstgewerbeschule - Basel & Zurich	
b. 86, f. 2	Lausanne Expo	1964
b. 86, f. 3	Letterheads	
b. 86, f. 4-5	Lufthansa	
b. 87, f. 1-2	Mahlau, Alfred	1977
b. 87, f. 3-4	Matter, Herbert	1977-1978
b. 87, f. 5	National Institute of Design, India	1967
b. 87, f. 6	Norman Bel Geddes studio assignment log	1930
b. 87, f. 7-8	Olivetti	
b. 88, f. 1	Packaging design	
b. 88, f. 2	Paintings	

## Resource file on design (continued)

b. 88, f. 3	Push Pin Studio	
b. 88, f. 4	Reinhard, Edgar, exhibition design	1982
b. 88, f. 5	Savignac, [Raymond]	
b. 88, f. 6-10	Scientific American Includes articles by date and by subject: mathematical games.	1960-1972
b. 89, f. 1	Scientific American, articles on perception	
b. 89, f. 2	South American art	
b. 89, f. 3-6	Stankowski, Anton	1957-1992
b. 89, f. 7-8	Steinberg, Saul	1967-1985
b. 89, f. 9	Switzer, George	
b. 90, f. 1	Tomaszewski, Henryk	
b. 90, f. 2	Writing forms	
b. 90, f. 3-5	Unsorted research files	
b. 99, f. 2	Oversize records from files: painters, Polish design, and William Morris	

## Series VI: Photographic slides

Series VI consists of 35mm color photographic slides of Paul Rand's projects, most of which also have process materials in Series I. Work that is only reproduced in this series include the following: some Esquire campaigns; Tri-Arts Press poster; Pratt Insitute design; and Paul Rand's paintings. It also includes research images created by other designers.

The slide boxes contained identifying labels for the following businesses/subject headings for which there were no associated slides: Adstar, Apparel Arts, Container Corporation, Coronet, El Producto – Lovera, Gentry, PDR, Stafford, Target, Tipton Lakes, and U.S. Department of the Interior. The labels were removed, but it is possible that images for these categories may be found in the general or unidentified slides (box 103).

Formerly titled Series Accession 2013-M-031.

Series VI retained its original order and is arranged alphabetically by client or project name.

Slides were originally housed in slide boxes and were rehoused for preservation purposes. Original titles were retained and are reflected in the file arrangement.

Some slides previously filed under "general" were identified and moved to related materials during processing.

b. 100	A-C
b. 101	D-F
b. 102	G-K
b. 103	L-Z; General

**Series VII: Publicity and clippings, 1939-2000**

Series VII consists of collected newspaper clippings, articles, and printed material related to Rand's design work.

Series VII retained the original loosely chronological arrangement and is organized into two subseries: Writings by others and Publicity albums.

## Writings by others

Materials in this grouping retain the order in which they were received and contain printed versions of articles with minimal correspondence in some places. Overlap with clippings in publicity volumes may occur.

b. 90, f. 6	"Paul Rand" by Percy Seitlin, <i>American Artist</i>	1942 June
b. 90, f. 7	"Esthetic Ads," <i>TIME Magazine</i>	1946 December
b. 90, f. 8	"Paul Rand, Industrial Designer," <i>Interiors</i>	1947 February
b. 90, f. 9	"Paul Rand, Advertising Artist" by Percy Seitlin, <i>Magazine of Art</i>	1947 March
b. 90, f. 10	"Paul Rand's Designs Exhibited at A-D Gallery," <i>Publisher's Weekly</i> article	1947 April
b. 90, f. 11	"Art is like Digging Ditches" by Shana Ayer, <i>PM Newspaper</i> clipping	1947 April
b. 90, f. 12	"Paul Rand" by Georgine Oeri, <i>Graphis</i>	1947 June
b. 90, f. 13	"What is Modern Typography?" by Eugene M. Ettenberg, <i>American Printer</i>	1948
b. 90, f. 14	"Variations on the Theme of Garamond Oldstyle" by E.M. Ettenberg, <i>American Printer</i>	1948 August
b. 90, f. 15	"Paul Rand" by F.H.K. Henrion, <i>Printed Advertising</i>	1948 November
b. 90, f. 16	"Trademarks by Paul Rand," <i>Portfolio #1</i> magazine	1950
b. 90, f. 17	"On Paul Rand" by Y. Kamekura, <i>Idea</i> magazine	1953 July
b. 90, f. 18	"Paul Rand," by Peter Heemskerck, <i>Graphik</i>	1953 February
b. 90, f. 19	"A House to Live With," <i>Esquire</i>	1953 August
b. 90, f. 20	"La casa di pietra," <i>Domus</i>	1953 August
b. 90, f. 21	"Paul Rand," <i>Domus</i>	1953 September
b. 90, f. 22	"The Paul Rand Legend" by E.M. Ettenberg, <i>American Artist</i>	1953 October
b. 90, f. 23	"Ett Hus Att Leva Med" by Olle Eksell, <i>Obsi</i>	1954
b. 90, f. 24	"The El Producto Story" by P.K. Thomajan, <i>Advertising Requirements</i>	1954 June
b. 90, f. 25	"De ritade sjalva sitt hus by Olle Eksell," <i>Vecko-Journalen</i>	1954 August
b. 90, f. 26	"The Pop Stays in the Bottle" by Hal Stebbins, <i>Printers' Ink</i>	1954 August
b. 90, f. 27	<i>Who's Who in America</i>	1965, 1985
b. 91, f. 1	<i>Journal of the American Institute of Graphic Arts (AIGA) #3</i>	1966

## Writings by others (continued)

b. 91, f. 2	"Paul Rand, Commercial Artist" by Percy Seitlin, <i>American Artist</i>	1970 October
b. 91, f. 3	"How Paul Rand Presents Trademark Designs to Clients" by Stanley Mason, <i>Graphis</i>	1971
b. 91, f. 4	Champion Papers, <i>The Printing Salesman's Herald: Book 35, special issue on Paul Rand</i>	1975
b. 91, f. 5	"Imperishable Champion" by John Luke	1985
b. 91, f. 6	"IBM—Design, Business and Education" by Steven Heller, <i>Graphis</i>	1986 March-April
b. 91, f. 7	"The Graphic Genius of Paul Rand" by Jon Bowermaster, <i>Connecticut's Finest</i> magazine	1989
b. 91, f. 8	<i>The Art of Graphic Design</i> exhibition, Virginia Museum of Fine Arts	1990
b. 91, f. 9	"The Logo Maker" by Kathy Shovlin, <i>UPS Big Idea</i> magazine	1990 September
b. 91, f. 10	"Paul Rand, El Pionero," by Carlos Alberto Méndez Mosquera, <i>Publicidad</i>	1993 October
b. 91, f. 11	Hate articles	1993–1995
b. 91, f. 12	<i>Tategumi Yokogumi Morisawa Quarterly</i> 44	1995
b. 91, f. 13	<i>International Design (I.D.)</i> magazine, volume 44 no. 1	1997 January/February
b. 91, f. 14	Paul Rand Monograph by Steven Heller	1997–2000
b. 91, f. 15	<i>Paul Rand: A Designer's Words</i>	1998
b. 91, f. 16	<i>Communication Arts</i>	1999 March-April
b. 91, f. 17	"Paul Rand's Laboratory: The Art of Book Jackets and Covers" by Steven Heller, <i>Baseline</i>	1999
<p>Publicity albums</p> <p>Publicity albums were originally kept in binders that were removed before arriving at Haas Arts Library, presumably for ease of access and preservation purposes.</p> <p>Clippings are annotated to indicate where Paul Rand is named and may have been acquired through a media monitoring service.</p>		
b. 92, f. 1-8	Volumes 1-4	1939–1966
b. 93, f. 1-10	Volumes 4-8	1964–1984
b. 94, f. 1-7	Volumes 8-11	1979–1994
b. 95, f. 1-6	Volumes 11-14	1978–1994
b. 96, f. 1-2	Volumes 15-16	1993–1995
b. 96, f. 3	Loose materials	1989–2000
b. 99, f. 3-5	Oversize files	1939–2000

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## Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### Subjects

Advertising -- United States  
Book jackets  
Commercial art  
Corporate image  
Design  
Graphic arts  
Graphic design (Typography)  
Magazine covers  
Posters  
Trademarks

### Genres / Formats

Collages (visual works)  
Copy prints  
Drawings (visual works)  
Mock-ups  
Photograms  
Photographs  
Realia  
Sketches  
Typography

### Names

Binkley, Anne, 1918-2012  
Rand, Paul, 1914-1996

### Corporate Bodies

American Institute of Graphic Arts  
International Business Machines Corporation  
Westinghouse Electric Corporation  
Yale University. School of Art. Graphic Design  
Program

### Acquired From

Rand, Marion Swannie