

Guide to Kenneth D. Love Papers

AOB 13



Compiled by Susan Brady and Fantasia Thorne in 2006, updated by Hilary Wang in 2022

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Arts Library Special Collections
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Table of Contents

Collection Overview	3
Requesting Instructions	3
Administrative Information	3
Immediate Source of Acquisition	3
Conditions Governing Access	3
Conditions Governing Use	4
Preferred Citation	4
Processing Information	4
Processing Information	4
Biographical / Historical	4
Scope and Contents	4
Arrangement	5
Collection Contents	6
Series I: Brand Identity Manuals, 1965–1999	6
Series II: Design Projects, 1963–1995	13
Series III: Professional files, 1974–2000	15
Series IV: 35 mm slides brand identity and design projects, 1963–1995	17
Selected Search Terms	22

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 13

CREATOR: Love, Kenneth D.

TITLE: Kenneth D. Love Papers

DATES: circa 1965-1999

PHYSICAL DESCRIPTION: 36.5 linear feet (12 boxes and 18 flat boxes)

LANGUAGE: English

SUMMARY: Majority of the papers consist of corporate brand identity manuals alongside design projects directed and or designed by Kenneth D. Love while employed at four design firms. Also included is a small collection of articles, correspondence, professional files, and photographs.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/arts.aob.0013>

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.0013>.

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

b. box

Administrative Information

Immediate Source of Acquisition

Gift of Kenneth D. Love, 2002 and 2020.

Conditions Governing Access

The materials are open for research.

Conditions Governing Use

Copyright status for 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.

Preferred Citation

Kenneth D. Love Papers (AOB13), Robert B. Haas Family Arts Library, Yale University Library.

Processing Information

Series III. Professional files contains material discussing the race-based school mascot at the University of Illinois.

Processing Information

ALSC staff arranged and described these materials according to national and local standards. Processing staff removed duplicate materials, a broken 35 mm viewing device, and slide brushes.

Biographical / Historical

Kenneth D. Love was born in Chicago, Illinois, in 1940. He graduated from the University of Illinois in 1962, with a Bachelor of Fine Arts degree in graphic and industrial design. He did postgraduate work in marketing communication at Northwestern University's Kellogg Graduate School of Management. During his 38-year career Love worked as creative director of corporate and brand identity programs, marketing communications, packaging and architectural graphics projects. He was an industrial/graphic designer for Montgomery Ward and Company, Chicago (1962-1963); senior partner at Peter Muller-Munk Associates in Pittsburgh (1963 to 1973); director of design and senior member of management at Finley-Green Joint Venture, InterAmerican Trade and Cultural Center in Miami (1973-1974); associate partner at Chermayeff & Geismar Associates, New York, (1974-1978); senior partner at Anspach Grossman Portugal, New York (1978-1995); and president and creative director at Lippincott & Margulies, New York (1995-2000).

Love directed national programs for companies including AT&T, Citibank, Signet Banking Corporation, Kmart, and Time Warner. His extensive international experience included programs for the United States Information Agency, the Department of Commerce, and the worldwide implementation of Texaco's identity, as well as similar programs for United Parcel Services, ExxonMobil, and Fidelity Investments, among others.

His received numerous citations for his work from professional associations and publications including the American Institute of Graphic Arts, American Center for Design, the Art Directors Club, the Society of Typographic Art, Industrial Design, Print, Graphics magazines, and Communication Arts magazine's Annual Reviews. The Sun Company identity program, for which Love headed the design, was recognized for design excellence by Time in the magazine's 1983 Design Review. Love lectured frequently and authored numerous articles on the subject of corporate identity, design management, and environmental design.

Scope and Contents

The Kenneth D. Love papers consist of corporate brand identity manuals, industrial design and exhibition projects sketches, articles, correspondence, presentation material, reference photographs, and 35 mm slides. The brand identity manuals and design projects were created by various design firm teams, the majority of which were headed by Kenneth Love. The manuals were prepared for over 60 different

corporations, retail establishments, product/service brand lines, and academic institutions including Citibank, Kmart, Gillette, Texaco, and Columbia Business School. Prepared by graphic designers in conjunction with client staff, the manuals include illustrative details and instructions describing the use of an entity's basic identity components including logotype, brand architecture, typography, color use, and graphic presentation. Through the consistent use of these manuals by their employees, companies established and maintained their corporate identity and image.

The design projects include oversize sketches and mock-ups for industrial design projects such as chairs for the U.S. Steel Company and a toy truck for Tonka Toy Company, as well as exhibition designs for the U.S. Department of Agriculture and the New York State Bicentennial (1973-1975). The professional files contain promotional material created by design firms to showcase their portfolios, correspondence between firms and clients, and branding presentations given at conferences. The files provide insight into the design firm branding identity process from research, proposals, to completion. The 35 mm slides include reference and historical images, presentation slides, case studies, as well as branding and design sketches, logotypes, and mock-ups.

Key to Abbreviations:

Abbreviation	Design Firm	Abbreviation	Creative Director
AGP	Anspach Grossman Portugal	IC	Ivan Chermayeff
CGA	Chermayeff & Geismar Associates	TG	Tom Geismar
L+M	Lippincott and Margulies	GG	Gene Grossman
PMMA	Peter Muller Munk Associates	KL	Kenneth Love
C	Client or other source acquired	U	Unknown

Arrangement

The papers are arranged in four series: I. Brand identity manuals, 1965-1999, II. Design projects, 1963-1995, III. Professional files, 1974-2000, IV. 35mm slides brand identity and design projects, 1963-1995.

All series are arranged alphabetically, Series I, II, and IV are arranged alphabetically by company (client) name.

Collection Contents

Series I: Brand Identity Manuals, 1965–1999

13 linear feet (12 boxes)

This series contains brand identity manuals, original design drawings, sketches, and branding presentation material. Related brand material can be found in Series. IV 35mm slides brand identity and design projects.

This series is arranged alphabetically by company (client) name.

b.1	American Revolution Bicentennial (Government celebration) Design firm: CGA Creative Director: IC	circa 1976
b.1	Ameritech (Computers) Design firm: AGP Creative Director: KL	1993
b.1	Amos Tuck School of Business Administration (Business school) Design firm: AGP Creative Director: U	circa 1980s
b.1	Apple (Computers) Design firm: C Creative Director: U--Produced in-house	1987
b.1	AT&T Network Systems (Communications) Design firm: L+M Creative Director: KL	circa 1990s
b.1	Bank of America (Financial services) Design firm: L+M Creative Director: U	circa 1990s
b.1	Beatrice Companies, Inc. (Food) Design firm: AGP Creative Director: GG	circa 1980s
b.1	B.F. Goodrich (Industrial) Design firm: CGA Creative Director: KL	circa 1970s
b.1	BOC Gases (Industrial & medical gases) Design firm: AGP Creative Director: KL	1994

b. 1	BOC Healthcare (Healthcare) Design firm: AGP Creative Director: KL	1984
b. 2	Boeringer Mannheim (Pharmaceuticals) Design firm: AGP Creative Director: KL	1991–1992
b. 2	Borg Warner (Industrial) Design firm: AGP Creative Director: KL	circa 1980s
b. 2	Burroughs (Computers) Design firm: C Creative Director: U--Design firm may have been Siegal+Gale	circa 1970s
b. 2	Citibank (Financial services) Design firm: AGP Creative Director: GG	1970s
b. 2	Citicorp Savings (Savings bank) Design firm: AGP Creative Director: GG	circa 1980s
b. 2	Cluett (Clothing) Design firm: CGA Creative Director: KL	circa 1970s
b. 2	Colt Industries (Industrial) Design firm: AGP Creative Director: GG	circa 1980s
b. 2	Columbia Business School Design firm: AGP Creative Director: GG	circa 1980s
b. 2, 17–18	Continental Group (Conglomerate) Design firm: AGP Creative Director: KL	circa 1970s
b. 3	David's Lemonade (Parody of corporate identity manuals) Design firm: Creative Director: Not identified	undated

b. 3	DEA (German petrochemicals) Design firm: AGP Creative Director: KL	circa 1990s
b. 3	Deloitte & Touche (Consulting) Design firm: L+M Creative Director: KL	circa 1990s
b. 3	Dimon (Tobacco wholesaler) Design firm: L+M Creative Director: KL	1995
b. 3	Doosan Group (Korean conglomerate) Design firm: L+M Creative Director: KL	circa 1990s
b. 3	Dow Jones Telerate (Financial information) Design firm: AGP Creative Director: KL	circa 1980s
b. 3	Exxon Mobil (Petrochemical) Design firm: L+M Creative Director: KL	circa 1990s
b. 4, 23	Fidelity Investments (Financial services) Design firm: AGP Creative Director: KL	circa 1980s
b. 4	Foremost McKesson (Food distribution) Design firm: AGP Creative Director: GG	circa 1970s
b. 4	Fraser Papers (Paper products) Design firm: L+M Creative Director: KL	1997
b. 4	Gen Rad (Electronics) Design firm: CGA Creative Director: TG	circa 1960s
b. 4	Gillette (Personal products) Design firm: AGP Creative Director: GG	circa 1980s

b. 4	Handok (Korean pharmaceuticals) Design firm: L+M Creative Director: KL	1995
b. 17	H H Richardson Building, Hartford, CT Design firm: AGP Creative director: KL	circa 1980's
b. 4	IBM (Computers) Design firm: C Creative Director: U	1992
b. 4	International (Truck manufacturing) Design firm: AGP Creative Director: KL	circa 1980s
b. 4	Irving Bank (Financial services) Design firm: AGP Creative Director: GG	circa 1980s
b. 4	J. Walter Thompson (Advertising) Design firm: AGP Creative Director: GG	circa 1980s
b. 5	Kmart (Retailing) Design firm: AGP Creative Director: KL	circa 1990s
b. 18, 17	May D&F (Retail identity), Denver CO Design firm: CGA Creative Director: KL	1975-1978
b. 5	Mellon Bank (Financial services) Design firm: C Creative Director: May have been produced by Siegal+Gale	circa 1970s
b. 5	Met Life (Insurance) Design firm: AGP Creative Director: GG	circa 1990s
b. 5	Moore McCormack Resources (Construction and shipping) Design firm: AGP Creative Director: KL	circa 1970s
b. 5	National Australia Bank (Financial bank) Design firm: AGP Creative Director: GG	circa 1980s

b. 5	Navistar (Diesel engines and trucking) Design firm: AGP Creative Director: KL	circa 1980s
b. 5	Ohmeda (Medical equipment) Design firm: AGP Creative Director: KL	1993
b. 5	Olin Corporation (Copper alloys, ammunition, chlorine) Design firm: L+M Creative Director: Not identified	undated
b. 6	Olympic Games (19th: 1968: Mexico City, Mexico) Design firm: C Creative Director: Graphic designer was Lance Wyman for the Olympic Committee See also Box 10.	1968
b. 10	Olympic Games (19th: 1968: Mexico City, Mexico) See also Box 6.	1968
b. 7	Peat Marwick Mitchell & Co. (Accounting and consulting) Design firm: AGP Creative Director: GG	1981
b. 7	Pfizer (Pharmaceuticals) Design firm: AGP Creative Director: GG	1990
b. 7	Philadelphia International Airport (Airport signage) Design firm: PMMA Creative Director: KL	circa 1970s
b. 7	Philip Morris (Tobacco: signage) Design firm: CGA Creative Director: KL	circa 1970s
b. 7	Price Waterhouse (Consulting) Design firm: AGP Creative Director: GG	circa 1980s
b. 22	Prince Global Sports Design firm: U Creative Director: KL	circa 1980s

b. 7	Raychem (Chemicals) Design firm: C Creative Director: TG	circa 1970s
b. 7	Raytheon (Industrial) Design firm: AGP Creative Director: GG	circa 1980s
b. 7	S. Claus Enterprises (corporate identity standards example by Bright & Associates) Design firm: C Creative Director: Not identified	1988
b. 7	Signet Banking Corp. (Financial services) Design firm: AGP Creative Director: KL	1987
b. 7	Sonat (Energy and exploration) Design firm: AGP Creative Director: KL	circa 1980s
b. 7	Strook & Strook & Lavan (Legal services) Design firm: AGP Creative Director: KL	circa 1980s
b. 7	Sun Chemical (Printing inks) Design firm: AGP Creative Director: KL	circa 1980s
b. 18	Sun Company (Sonoco) Design firm: AGP Creative Director: KL	1978–1994
b. 7	Supervalu (Food distribution) Design firm: AGP Creative Director: KL	circa 1990s
b. 8	Texaco Corporation (Petroleum) Design firm: AGP Creative Director: KL	1982, 1990–1992
b. 9	Time Warner (Media) Design firm: AGP Creative Director: KL	1993

b. 9, 18	Trane (Climate control) Design firm: AGP Creative Director: KL	circa 1980s
b. 9	Travelers Group (Insurance) Design firm: L+M Creative Director: U	circa 1980s
b. 9, 22	Tultex (Clothing) Design firm: AGP Creative Director: KL	circa 1970s
b. 9	Unisys (Computers) Design firm: AGP Creative Director: KL	circa 1980s
b. 9	United Bank of Colorado (Financial services) Design firm: CGA Creative Director: TG	circa 1970s
b. 9	U.S. Department of Transportation (Government agency) Design firm: C Creative Director: Not identified	1974
b. 9	Venture (Retailing) Design firm: CGA Creative Director: KL	circa 1970s

Series II: Design Projects, 1963–1995*10 linear feet (5 boxes)*

This series contains original design drawings and sketches for industrial design and exhibition projects for clients such as U.S. Steel Company, U.S. Department of Agriculture, and Seaworld. Related brand material can be found in Series. IV 35mm slides brand identity and design projects.

This series is arranged alphabetically by client or project name.

b. 21	American Standard Company (Hardware parts packaging) Design firm: PMMA	1965–1966
b. 20	Bissell Corporation (Product development & research center), Downtown Grand Rapids Design firm: PMMA	1967–1968
b. 17	Budd Company/ NJ Transit (Transit car, interior configurations) Design firm: PMMA Collaborator: Alex Sekely	1968–1969
b. 18, 17	Forces, New York State Bicentennial Exhibition (Design sketch and layout), Albany NY Design firm: CGA	1973–1975
b. 17, 19	Sea World (Florida festival indoor market), Orlando FL Design firm: AGP	1978–1995
b. 17	Sterling Faucet Company (Plumbing Fixture Design, kitchen and bath) Design firm: PMMA	1963–1964
b. 17	Tonka Toy Company (Toy truck) Design firm: PMMA	1964–1965
b. 17, 21	U.S. Department of Agriculture, Foreign Agriculture Service (International food exhibit), Copenhagen, Denmark Design Firm: PMMA	1963–1973
b. 20	U.S. Department of Commerce Office of International Trade Procurement (Trade exhibition), Ponza Poland Design firm: PMMA	1966
b. 17	U.S. Steel Company (Cover design concepts, water tank marketing publication) Desing firm: PMMA	1965–1966
b. 20	U.S. Steel Company (Refrigerator door and storage concepts) Desing firm: PMMA	1967–1968
b. 17	U.S. Steel Company (Steel modular office system) Desing firm: PMMA	1965–1966
b. 17	U.S. Steel Company (Steel stacking and side chair concepts) Desing firm: PMMA	1967–1968
b. 17	U.S. Steel Company (Thin-tin steel foil packaging project)	1964–1965

b. 17	Unknown client (Laptop food serving trays) Design firm: PMMA	1964-1965
b. 17	Unknown client (Tabletop wine cooler) Design firm: PMMA	1965-1966

Series III: Professional files, 1974–2000*1.4 linear feet (2 boxes)*

This series contains professional files including correspondence, memos, branding presentation materials, conference presentations, and promotional materials created by design firms. Also included are design firm compendiums highlighting design projects included in Series. I Brand identity manuals and Series. IV 35 mm slides Branding identity and design projects.

This series is arranged alphabetically.

Anspach Grossman Portugal		
b. 11	Brand logos	Undated
b. 11	Correspondence (2 folders)	1974–1994
b. 11	Compendiums (3 items)	1977–1990
b. 11	Pamphlets and photographs	Undated
b. 11	The Relationship of Analysis, Planning and Design	Undated
b. 11	Articles about public speaking	1985-1990, undated
b. 11	Biography and resume material	1982-1994, undated
b. 11	Carnegie Museum of Art	2016
b. 11	Chermayeff and Geismar Associates: Promotional material	1979
b. 11	Clippings	2000, undated
b. 11	Corporate design draft: Article	Undated
b. 14	Weinstein, Julia: Letter for recommendation	Undated
b. 11	Design bibliography	1996–1997
b. 11	Design management institute: Conference presentation	1989
b. 11	Engine Books: Book ideas	1997
b. 11	Interama maps	Undated
b. 11	Kmart identity: Presentation materials	1990–1992
b. 11	Kenneth Love: Photographs	Undated
Lippincott and Margulies		
b. 11	Correspondence	1996–2000
b. 11	Correspondence [RESTRICTED]	2000
b. 11	“Creating and Evaluating Symbols, Logotypes, and Wordmarks”	1997
b. 11	Employee address list	2000

Lippincott and Margulies (continued)

b. 11	Promotional materials (2 folders)	Undated
b. 11	"Tough Client Questions": Presentation	2000
b. 11	Kenneth Love training sessions	2000
b. 11	Published articles	1995-2000, undated
b. 11	<i>Sense 1 and 2</i> : Publication	2004
b. 11	The March and McLennan Companies Quarterly	1995
b. 11	Published articles and clippings	1983-2000, undated
b. 11	"Principles of Exhibition Design": Article	Undated
b. 11	STA Design Journal	1985
b. 14	Sun Company identity: Presentation material	1983
b. 14	Texaco identity: Clippings	1983-2000
b. 14	Texaco identity: Presentation material (2 folders)	1985
b. 14	Tultex identity: Material	1991
b. 14	University of Illinois identity	1997-2000
b. 14	University of Illinois: Image study	1991
b. 14	UNISYS: Promotion material	Undated

Series IV: 35 mm slides brand identity and design projects, 1963–1995

12 linear feet (11 boxes)

b. 12	Ameritech Design firm: AGP	Undated
b. 12	Anspach Grossman Portugal	
b. 12	Packaging and credit card designs Design firm: AGP	Undated
b. 12	General presentation material Design firm: AGP	circa 1980s
b. 12	Introduction slides material Design firm: AGP	circa 1980s
b. 12	Miscellaneous slides Design firm: AGP	Undated
b. 12	B.F. Goodrich Design firm: CGA	circa 1970s
b. 12	Bissell Corporate office (Suite), Grand Rapids Design firm: PMMA	1965–1966
b. 12	Boc Health Care Design firm: AGP	1984
b. 12	Boehringer Mannheim Design firm: AGP	1985
b. 12	Borg Warner Design firm: AGP	1983
b. 13	Conroy's Design firm: AGP	Undated
b. 13	Contel Design firm: U	1985
b. 13	Continental Group: Tricon Design firm: AGP	1978–1995
b. 13	CoreStates Design firm: AGP	1983
b. 13	Diamond Shamrock Design firm: AGP	circa 1980s
b. 13	DCA Design firm: U	Undated

b. 13	DEA Design firm: AGP	Undated
b. 13	Elan Design firm: U	1982
b. 13	Fidelity Design firm: AGP	circa 1980s
b. 13	Fireman's Fund Design firm: U	Undated
b. 13	Forces, New York State Bicentennial Exhibition, Albany, NY Design Sketch and layout Design firm: CGA	1973-1975
b. 13	Girl Scouts Design firm: U	1975
b. 13	GSK Design firm: AGP	circa 1980s
b. 13	Harbor Plaza Office: Construction barrier design Design firm: AGP	1980
b. 24	Hechinger Company: Packaging design Design firm: U	Undated
b. 24	Hechinger Company: Packaging design (Rejects) Design firm: U	Undated
b. 24	Hecht Design firm: U	Undated
b. 24	Hewlett Packard Design firm: U	1988
b. 24	Houston Arena signage Design firm: U	1974
b. 24	Kmart Design firm: AGP	circa 1990s
b. 24	Kmart brand identity: Speech presentation Design firm: AGP	circa 1990s
b. 24	Lexus Design firm: AGP	Undated
b. 24	Little League Baseball: Commemorative design Design firm: AGP	circa 1990s

b. 24	Louisiana Stadium exposition: District graphics Design firm: AGP	1974
b. 24	LYKES Design firm: U	undated
b. 24	March of Dimes Design firm: U	1985
b. 24	Marineland: Entrance sign Design firm: U	1963
b. 24	May D&L Design firm: CGA	1975-1987
b. 24	MedAtlantic Design firm: U	circa 1990s
b. 25	Met Life Design firm: AGP	circa 1990s
b. 25	Metropolitan Museum of Art: The Michael C. Rockefeller Wing exhibition design Design firm: U	1982
b. 25	Moore McCormack Resources Design firm: AGP	1981
b. 25	National Australia Bank Design firm: AGP	1982
b. 25	Navistar Design firm: AGP	1986
b. 25	Norfolk Botanical Garden Design firm: U	1974
b. 25	Nova Bank Design firm: U	1982
b. 25	Ohio Center Civic Center Identity, Columbus, OH Design firm: CGA	1975-1978
b. 25	Ohmeda Design firm: AGP	Undated
b. 25	Park City signage Design firm: U	1974
b. 25	Personal images of a barn	1985
b. 25	Pfizer Design firm: AGP	Undated

b. 25	Philadelphia International Airport signage Design firm: PMMA	1975
b. 25	Port Authority Transit (PAT): Trolley redesign project Design firm: U	1974
b. 26	Pranges (Retail store) Design firm: CGA	1978-1995
b. 26	Prince Global Sports Design firm: U	circa 1970s
b. 26	Reference Images: Decorative lighting research (various sites): P.J. Clarke's Restaurant, Oyster Bar at Grand Central Terminal Design firm: AGP	1978-1995
b. 26	Reference images: Facade and signage Design firm: U	Undated
b. 26	Repsol Design firm: AGP	Undated
b. 26	S & H Corporate Brand Study Design firm: U	Undated
b. 26	Sanyo Design firm: U	Undated
b. 26	Sea World: Florida Festival (Indoor Market), Orland, FL Design firm: AGP	1978-1995
b. 26	Signet Banking Corp. Design firm: AGP	1985
b. 26	Solow Building (9 & 51): Parking garage signage Design firm: CGA	1975-1978
b. 27	Sonat Design firm: AGP	circa 1980s
b. 27	Stanley drill project Design firm: PMMA	Undated
b. 27	Sterling Faucet Design firm: PMMA	1963-1964
b. 27	Sun Chemical Design firm: AGP	Undated
b. 27	Sun Company Design firm: AGP	1981-1983

b. 27	Sun Company : Presentation slides Design firm: AGP	1981-1983
b. 28	TASA Coal Recreational Shelters Design firm: PMMA	Undated

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

Corporate image
Furniture design
Graphic design (Typography)
Industrial design
Industrial design coordination

Genres / Formats

35mm slides
Architectural drawings (processes)
Color photographs
Floor plans (orthographic projections)
Sketches

Names

Love, Kenneth D.