



Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar

By Tom Geismar, Sagi Haviv, Ivan Chermayeff

[Download now](#)

[Read Online](#) 

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar

By Tom Geismar, Sagi Haviv, Ivan Chermayeff

The NBC peacock. Chase Bank's blue octagon. Mobil Oil's arresting red O. PBS's poetic silhouettes of "Everyman."

Chermayeff & Geismar's visual identities are instantly recognizable by countless millions around the world (one identity--the official logo for the U.S. Bicentennial--even sits on Mars) and set the standard for what a successful trademark is.

In *Identify*, celebrated designers Tom Geismar and Ivan Chermayeff, and partner, rising star Sagi Haviv (called a "logo prodigy" by *The New Yorker*) open up their studio for the first time in the firm's 55-year history and reveal the creative process that lead to the firm's iconic visual identities, from the oldest (Chase Bank and Mobil Oil in the 1960s) to the more recent (Armani Exchange and the Library of Congress in the 2000s).

The team demonstrates how their approach to design has remained unaltered by cultural and technological change and is in fact more successful than ever in today's online and digital applications, due to the powerful simplicity that is the hallmark of the firm's work.

A showcase of some of the world's most famous and enduring trademarks, an account of how they came to be, and an unprecedeted insider's peek into a legendary branding and graphic design firm. *Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar* unveils the thinking and the process behind identity design that works.

 [Download Identify: Basic Principles of Identity Design in t ...pdf](#)

 [Read Online Identify: Basic Principles of Identity Design in ...pdf](#)

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar

By Tom Geismar, Sagi Haviv, Ivan Chermayeff

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff

The NBC peacock. Chase Bank's blue octagon. Mobil Oil's arresting red O. PBS's poetic silhouettes of "Everyman."

Chermayeff & Geismar's visual identities are instantly recognizable by countless millions around the world (one identity--the official logo for the U.S. Bicentennial--even sits on Mars) and set the standard for what a successful trademark is.

In *Identify*, celebrated designers Tom Geismar and Ivan Chermayeff, and partner, rising star Sagi Haviv (called a "logo prodigy" by *The New Yorker*) open up their studio for the first time in the firm's 55-year history and reveal the creative process that lead to the firm's iconic visual identities, from the oldest (Chase Bank and Mobil Oil in the 1960s) to the more recent (Armani Exchange and the Library of Congress in the 2000s).

The team demonstrates how their approach to design has remained unaltered by cultural and technological change and is in fact more successful than ever in today's online and digital applications, due to the powerful simplicity that is the hallmark of the firm's work.

A showcase of some of the world's most famous and enduring trademarks, an account of how they came to be, and an unprecedent insider's peek into a legendary branding and graphic design firm. *Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar* unveils the thinking and the process behind identity design that works.

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff Bibliography

- Sales Rank: #624725 in Books
- Brand: Chermayeff, Ivan/ Geismar, Tom/ Haviv, Sagi
- Published on: 2011-10-31
- Released on: 2011-10-31
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x 1.10" w x 8.50" l, 3.70 pounds
- Binding: Hardcover
- 256 pages

 [Download](#) Identify: Basic Principles of Identity Design in t ...pdf

 [Read Online](#) Identify: Basic Principles of Identity Design in ...pdf

Download and Read Free Online Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff

Editorial Review

Review

"Chermayeff & Geismar, one of America's most historic design firms, has touched so many businesses and institutions with its signature brand of graphic modernism that New York's streetscape wouldn't be as vibrant had it never formed over 50 years ago. It is impossible to walk down a midtown Manhattan sidewalk without seeing its logos, posters, shopping bags, and other commercial and cultural brand identities, like Chase Bank and Mobil Oil. Along with hundreds of other familiar graphic marks, the firm's individual and collective contributions are indelible signposts -- some are even landmarks."

--Steven Heller

"The firm of Chermayeff & Geismar has created some of the most memorable logos in the history of graphic design, including the NBC Peacock, Chase Bank's Blue Octagon, and (literally) hundreds of others. This book reveals the history and process of creating many of the world's most iconic marks."

--Debbie Millman

About the Author

Tom Geismar

Tom Geismar is a founding partner of Chermayeff & Geismar and widely considered a pioneer of American graphic design. During the past four decades he has designed more than a hundred corporate identity programs. His designs for Xerox, Chase Manhattan Bank, Best Products, Gemini Consulting, PBS, Univision, Rockefeller Center and, most notably, Mobil Oil have received worldwide acclaim.

Sagi Haviv

Sagi Haviv is a partner and designer at Chermayeff & Geismar. Among his numerous projects for the firm are the logo designs and identity systems for the Library of Congress, National Parks of New York Harbor, The John D. and Catherine C. MacArthur Foundation, Conservation International, and the fashion brand Armani Exchange.

Ivan Chermayeff

A prolific designer, illustrator, and artist, Ivan has created memorable, iconic images for literally hundreds of clients. As a founding partner of Chermayeff & Geismar with Tom Geismar, he has played a significant role in establishing the firm's worldwide reputation. His trademarks, posters, publications and art installations for contemporary buildings are widely recognized and have received nearly every award bestowed by the profession, including gold medals from the American Institute of Graphic Arts and the Society of Illustrators.

Users Review

From reader reviews:

Ernest Baker:

Do you have favorite book? For those who have, what is your favorite's book? E-book is very important thing for us to be aware of everything in the world. Each e-book has different aim or goal; it means that

guide has different type. Some people feel enjoy to spend their time for you to read a book. They are reading whatever they consider because their hobby is actually reading a book. Why not the person who don't like looking at a book? Sometime, person feel need book after they found difficult problem or maybe exercise. Well, probably you'll have this Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar.

Adriana Phillips:

As people who live in the particular modest era should be up-date about what going on or information even knowledge to make these people keep up with the era which can be always change and advance. Some of you maybe will update themselves by studying books. It is a good choice in your case but the problems coming to you is you don't know what kind you should start with. This Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and need in this era.

Sue Eldred:

Nowadays reading books are more than want or need but also get a life style. This reading routine give you lot of advantages. The advantages you got of course the knowledge the rest of the information inside the book that will improve your knowledge and information. The details you get based on what kind of e-book you read, if you want get more knowledge just go with schooling books but if you want experience happy read one together with theme for entertaining for instance comic or novel. Typically the Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar is kind of publication which is giving the reader unforeseen experience.

Cynthia Barksdale:

As a college student exactly feel bored to help reading. If their teacher requested them to go to the library as well as to make summary for some reserve, they are complained. Just minor students that has reading's heart or real their leisure activity. They just do what the professor want, like asked to go to the library. They go to generally there but nothing reading seriously. Any students feel that examining is not important, boring and also can't see colorful pictures on there. Yeah, it is to become complicated. Book is very important to suit your needs. As we know that on this time, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. Therefore this Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar can make you sense more interested to read.

Download and Read Online Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff #FNVPC8UJEZM

Read Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff for online ebook

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff books to read online.

Online Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff ebook PDF download

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff Doc

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff MobiPocket

Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff EPub

FNVPC8UJEZM: Identify: Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar By Tom Geismar, Sagi Haviv, Ivan Chermayeff