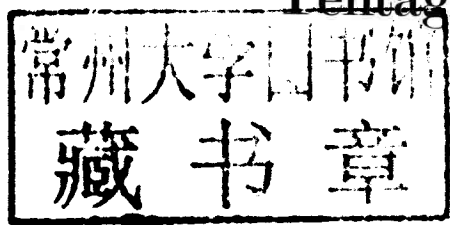


Pentagram
Marks

Pentagram





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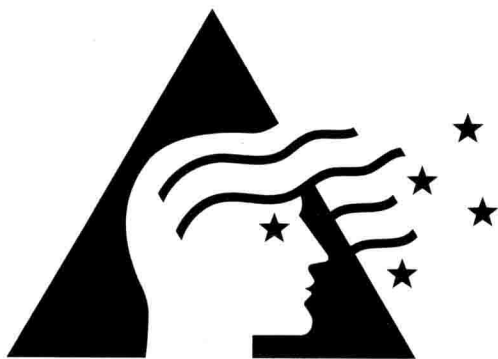
Pentagram: Marks
400 Symbols and Logotypes

Founded in 1972 by an architect, an industrial designer, and three graphic designers, the international design consultancy Pentagram has been interdisciplinary from the start. But central to its practice is the question of identity. How can the tools of design be used to help a client express its unique character, whether through a building, a product, or a piece of communication?

The answer, at its most concise, can be found in this book. The four hundred marks reproduced within these pages represent the diverse array of identity work created by Pentagram partners, past and present. Over the past four decades, the firm has designed marks for large corporations and small businesses, government agencies and non-profit institutions, clubs, societies, and even individuals. Each of them sought a representative symbol to appear on business cards, brochures, books, products, buildings, websites, wherever the institution meets the public eye.

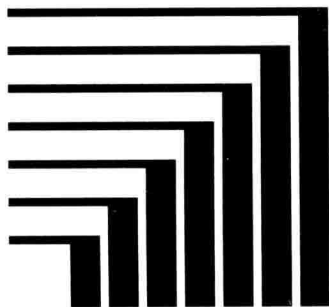
The solution to this problem can take many forms, and shown here are examples of every possibility: typographic wordmarks, pictorial symbols, abstract marks. Isolating them in black and white helps us appreciate these marks as unique formal solutions, and highlights the contrasts and occasional similarities among them. But this presentation is also somewhat deceptive, for a logo is rarely a solitary commission. Rather, produced in conjunction with a unified graphics, architecture or product design program, at its best it represents the starting point for a much larger effort.

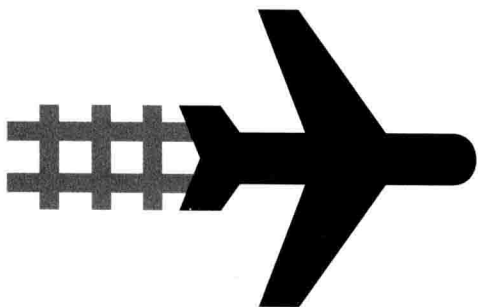
The practice of design has changed radically since the seventies, but its concerns have remained remarkably constant. The seemingly simple graphic exercise of designing a mark for a client — and the elusive quest for timelessness that this exercise almost inevitably entails — is a fascinating metaphor for the challenges that designers have always faced, and will continue to face as we move further into a new century.



Academy of Achievement 1991

Not-for-profit foundation that puts young people
in contact with America's achievers





AirTrain 1998

Light rail system that links New York's airports
to its mass transit systems

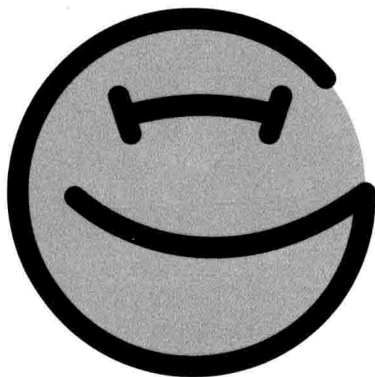


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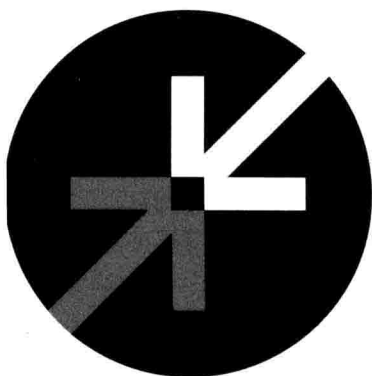
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