Paul Rand Collection
1914–1996

Papers, c. 1939–1996

4 Document Boxes
1 Oversize Box
49 Posters

The Paul Rand Collection was given to
Rochester Institute of Technology
by Marion Rand in 2001, Lee Green in December 2003 (IBM),
Accession 03:7

Processed by Anna Kuipers and Tara Markert, with additions by Kari Horowicz
Project Archivists
June 2006; additions in 2012

Wallace Library
Archives and Special Collections
Rochester Institute of Technology
Rochester, New York 14623-0887
**Paul Rand**

Though he would become one of the premier graphic designers Paul Rand was born Peretz Rosenbaum on August 15, 1914 in a strict Orthodox Jewish home in Brooklyn, New York. He started painting and designing as extracurricular activity in public high school, went on to earn an art certificate at Pratt Institute, and attended classes at Parsons School of Design and Art Students’ League, but was largely self-taught in design. From reading European art and design books and magazines, he brought European modernism to his own work and eventually introduced its influence to the graphic design industry as a whole in the United States.

Paul Rand began his professional career as an illustrator of stock advertising images for Metro Associated Services in 1934, but expanded his design portfolio through freelance work and an apprenticeship for package and industrial designer George Switzer’s studio. In 1936, he earned a full-time design position for Esquire magazine, and was quickly promoted to Art Director for both Apparel Arts and Esquire magazines. At the same time, he continued to freelance, including designing covers for Direction magazine and advertisements for an assortment of clients.

In 1941, Rand left Esquire and took the position of chief art director of the just-established William H. Weintraub Agency, specializing in mass-market product advertising, where he would stay until 1955. Also during that time, he began exhibiting his work, taught design courses at The Cooper Union and Pratt Institute, designed book covers for Alfred A. Knopf, and wrote *Thoughts on Design* in 1946 (which he would revise as *Paul Rand: A Designer’s Art* in 1984) , along with multiple other published essays.

In 1956, Rand left the advertising industry and focused on two divergent paths, children’s book illustration and corporate identity design. Between 1956 and 1970, he illustrated four children’s books, written by his first wife, Ann Rand, though they divorced in 1958. At the same time, he also worked as an identity consultant for International Business Machines Corporation (IBM) from 1956 to 1991, designing the logo still used today, overseeing its application in publicity and packaging, and expanding the design to an overall corporate identity. In 1959, he was commissioned to do the same for Westinghouse Electric Corporation, and then for Cummins Engine Company in 1961. He also designed the United Parcel Service logo in 1961 and the American Broadcasting Company logo in 1962, among numerous others.

He also joined the faculty of the newly established Department of Graphic Design at Yale University in 1956, where he taught until 1969, and again from 1974 to 1993, at which point he was named Professor Emeritus. However, from 1977 to 1996, he also taught in Yale’s Summer Design Program in Brissago, Switzerland. Towards the end of his life, Paul Rand published two more books, *Design, Form, and Chaos* in 1994, and *From Lascaux to Brooklyn* in 1996.

Paul Rand’s long and illustrative career garnered him many awards, in both the professional and academic arenas. As early as 1954, he was voted one of the Ten Best Art Directors by the New York Art Directors Club, and entered into the New York Art Directors Club Hall of Fame in 1972. The American Institute of Graphic Arts (AIGA) awarded him a Gold Medal in 1966, and the Type Directors’ Club awarded him a medal in 1984. He received a citation from Philadelphia College of Art (1962), and honorary degrees from Tama University in Tokyo (1958), Philadelphia College of Art (1979), Parsons School of Design (1985), Yale University (1985), University of Hartford (1987), Kutztown University (1987), School of Visual Arts, New York (1988), and Pratt Institute, New York (1996).

Paul Rand continued work on all parts of his career, corporate and academic, until his death on November 26, 1996.

SCOPE AND CONTENTS

The collection of Paul Rand at RIT was donated by Marion Rand, Helen Federico, Lee D. Green, Roger Remington, and Joe Watson. It contains writings and designs by Rand, including books, articles, posters, presentation booklets, and annual reports, from clients including IBM, Cummins and UCLA. The collection is separated by donor in order to preserve the source of the works, and then organized in two series: I. Client Correspondence, Project and Document Files; and II. Bibliographic Files.

The first series includes all artifact designed for clients, dating from 1957 to 1996. The artifacts are then organized alphabetically into three subseries according to type of artifact: annual reports, booklets and brochures, and posters, and then arranged alphabetically by client name and chronologically by publishing date.

The second series includes books, brochures and articles written by Rand, and are arranged chronologically by publishing date. Donors are indicated by abbreviations: HF = Helen Federico, LG = Lee Green, MR = Marion Rand, RR = Roger Remington and Joe Watson – JW.

SERIES DESCRIPTION

I. Client Files

<table>
<thead>
<tr>
<th>Subseries</th>
<th>Box/Drawer</th>
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<tbody>
<tr>
<td>Booklets</td>
<td>Box 1 and Box 1A</td>
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<tr>
<td>Annual Reports</td>
<td>Box 2</td>
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<tr>
<td>Publications</td>
<td></td>
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<tr>
<td>Poster Box</td>
<td></td>
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<tr>
<td>Advertisements</td>
<td>Box 2</td>
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<tr>
<td>Brochures</td>
<td></td>
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<tr>
<td>Large Advertisements</td>
<td>Box 3 (Oversize)</td>
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<tr>
<td>Posters</td>
<td>Drawer 51</td>
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</table>

II. Bibliographic Files

<table>
<thead>
<tr>
<th>Subseries</th>
<th>Box/Drawer</th>
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</thead>
<tbody>
<tr>
<td>Publications</td>
<td>Box 2A</td>
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</tbody>
</table>

III. Biographic Files

<table>
<thead>
<tr>
<th>Box/Drawer</th>
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<tbody>
<tr>
<td>Box 2A</td>
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</tbody>
</table>

I. CLIENT FILES

Box 1 advertisements, brochures, book cover, miscellany

1.1 Advertising Composition Incorporated
- 1 holiday card HF
- 1 ad HF
- 2 presentation booklets MR
- 1 ad HF

Ayerst, McKenna & Harrison Ltd.
- 1 brochure HF
- 4 brochures HF

1.2 Columbus, Indiana
- 1 booklet/brochure MR
- 1 booklet/1sticker RR
- 1 ad HF
- 11 ads HF

Columbus, A Look at Architecture
- 1 booklet/1sticker RR

Container Corporation of America
- 1 ad HF

Coronet Brandy
- 11 ads HF
1.3 Cummins Engine Company, Inc. all from MR
Annual Report 1967
Annual Report 1975
Annual Report 1979
Annual Report 1980
Annual Report 1981
Annual Report 1982
Annual Report 1983
Annual Report 1984

1.4 Dandy d’Orsay parfums 1945 1 ad HF
Direction Winter 1942 1 cover RR (extremely fragile)
Disney Hatmaker 1947 4 ads HF
Dubonnet 1940 10 ads HF (1-RR)
Irwin Union Corp. Annual Report 1987 MR

1.5-1.6 IBM Publications
IBM logo 2 presentation booklet MR
The IBM Look 1 booklet LG
Guidelines for Using IBM Trademarks 1 booklet LG
Design Program folder, contains Paul Rand bio brochure and sheets of S/390 LG
The IBM Logo: Its use in company identification 2 booklet LG
IBM Product Ctr., Graphic Identification Standards 1 spiral bound booklet LG
Think magazine 1 magazine LG
Use and Abuse of the IBM logo: Its use in company identification – 1 booklet LG
IBM Product Colors 1 spiral bound sheet color chips in plstc bag
The Spirit and Letter of IBM Brand Identity 1 booklet LG
Stationary System Design Guide 1 booklet LG

Box IA IBM Publications
IA.1 IBM 1130 1 booklet RR
IA.2 IBM envelope 1 plain envelope RR
IA.3 IBM Compute and Communicate with System/3 1 booklet RR
IA.4 IBM De la pensée a l’action 1 poster (folded) RR
IA.5 IBM, setting the pace is part of the job 1 booklet RR
IA.6 IBM and Corporate Responsibility 1 booklet RR
IA.7 For the public accountant… 1 booklet RR
IA.8 IBM, least-cost feed blending 1 booklet RR
IA.9 IBM, New Methods of Printing 1960 1 booklet RR
IA.10 IBM, Time to Know 1967 1 booklet RR
IA.11 IBM, APL easy as ABC 1 booklet RR
IA.12 IBM Ribbon  
IA.13 IBM Typewriter Ribbons  
IA.14 IBM Systems Engineering Services  
IA.15 The IBM 2790 Data Communication System..  
IA.16 Stationary  
IA.17 Logotype Examples  
IA.18 IBM Carbon paper  
IA.19 IBM High Yield Correctable Film Ribbon  
IA.20 IBM Manage your data protection more efficiently  
IA.21 IBM More Than a Salesman  
IA.22 IBM Systems/3 for Schools  
IA.23 IBM Systems/3 the smaller business computer  
IA.24 IBM System/370 Model 155  
IA.25 IBM Programming for Your Future  
IA.26 IBM Die IBM hat den Weg  
IA.27 IBM ads

Box 2

2.1 Jacqueline Cochran advertisements  
Knopf The Revelations of Dr. Modesto  
The Limited  
Nutri-cola advertisement  
PDR  
Portfolio magazine advertisement  
postcard (untitled) rooster  
Rainfair advertisements  
School of Visual Arts P. Rand exhibit  
Smith, Kline and French Laboratories  
Stafford  
Stylepark advertisement  
Today’s Selling  
UCLA Master Graphic Design Cover Series  
Wm. H. Weintraub & Co., Inc., advertising

Dr. Gropius advertisement  

2.2 Mary Dunhill advertisement  
Museum of Modern Art Portrait Picasso  
Next Generation of Computers for Education  
Nutri-cola advertisement  
PDR  
Portfolio magazine advertisement  
postcard (untitled) rooster  
Rainfair advertisements  
School of Visual Arts P. Rand exhibit  
Smith, Kline and French Laboratories  
Stafford  
Stylepark advertisement  
Today’s Selling  
UCLA Master Graphic Design Cover Series  
Wm. H. Weintraub & Co., Inc., advertising

Dr. Gropius advertisement  

1961
Box 2A II. BIBLIOGRAPHIC FILES AND BIOGRAPHIC FILES

2A.1  **Writings by Paul Rand**
- A Paul Rand Miscellany  2 journal MR/HF
- Good Design is Good Will  2 booklet MR/HF
- From Cassandre to Chaos  1 brochure MR
- Some Thoughts… and Some Logos  2 brochures MR/HF
- Paul Rand: A Designer’s Words  1 booklet MR
- The Story of a Symbol  1 page article from magazine HF
- Graphis  2 journals HF
- Artograph  1 journal HF

III. BIOGRAPHIC FILES

2A.2  Photographs of Paul Rand by Joe Watson  12 digital b/w prints JW
I. CLIENT FILES

Box 3 Oversize

3.1 Airwick 2 ads HF
3.2 The Architectural Forum pages 6 sheets HF
3.3 Atlas Crankshaft Corporation 1 presentation booklet MR
3.4 Christmas 1940 cover 1 cover HF
3.5 CIO Chorus poster 1 poster HF
3.6 Container Corporation 1 ad RR
3.7 Coronet Brandy advertisement c.1943 9 sheets HF and RR
3.8 Cresta Blanca wines advertisements 3 sheets HF
3.9 Cummins Engine Company, Inc. logotype proposal 1 presentation booklet MR
3.10 Disney Hatmaker 2 ads HF
3.11 Dubonnet 1944-47 4 ads HF
3.12 Emerson Electronic Radio 1943 2 ads HF & RR (1 in extremely fragile condition)
3.13 Esquire page 1 sheet HF
3.14 Flavor El Producto 1 ad RR
3.15 Helbros Originals advertisement 1 sheet HF3
3.16 John David advertisement 1 sheet HF
3.17 Kaufmann’s 1947 3 copies of one poster HF
3.18 Paul Rand Project Proposal 1994 1 spiral bound portfolio LG
3.19 R & K 1947 1 ad HF
3.20 Robeson Cutlery Shur edge 1947-'48 7 ads (on newsprint) HF
3.21 Stafford 1945-'48 9 1-page ads (on newsprint) HF; 4 ads RR
3.22 UCLA catalog cover 1 sheet HF

Posters Drawer 2.3 (donated by MR, unless noted) w x h inches
Ohrback’s 46 ads (newsprint, some stapled together; HF many browned and crumbling)

Art Director’s Club 3rd Int’l Exhibition Call for Entries 30 x 23 [1988]
Art Director’s Club of Cincinatti, Paul Rand 36 x 24 [1994]
Ben Franklin, 1790-1990 36 x 19.5 [1990]
Boston, a New National Park 42 x 28 [1975]
Creative Media Center 36 x 24 [1982]
Cummins [white, C with international flags] 36 x 24 [n.d.]
Cummins [black, C with international flags] 36 x 24 [n.d.]
Cummins [gray, C with international flags] 36 x 24 [n.d.]
Earth Day '95 35.5 x 24 [1995]
El Producto, Santa’s Favorite Cigar (reindeer) 24.5 x 20 [1958]
El Producto, Santa’s Favorite Cigar (snowman) 24 x 20 [1960]
El Producto Cigars, For Dad 24 x 20 [1960]
Ford, Signs That Say Safe Driving 36 x 24 [n.d.]
IBM (eye, bee, m) 36 x 24 [n.d.]
IBM, 1982 Customer Service Division Awards Conference 35.5 x 23.25 [1982]
IBM, 75 21.25 x 15 [n.d.]
IBM, A New Era Begins…September 1990 (white) 21 x 15 [1990]
IBM, A New Era Begins…September 1990 (white) 34.75 x 25 [1990]
IBM, A New Era Begins…September 1990 (black) 34.75 x 25 [1990]
IBM Latin America, Vision, Mission, Goals 36 x 21.75 [n.d.]
IBM, May 5-9, '81, Golden Circle 35 x 23.5 [1990]
IBM, Quality 30 x 20 [n.d.]
IBM, Resource Management 26 x 12 [n.d.]
Learn a Language 36 x 24 [n.d.]
Minutemen 42 x 28 [1974]
The Sign of the NeXT Generation of Computers (fine art paper) 30 x 22.5 [1988]
The Sign of the NeXT Generation of Computers (commercial paper) 30 x 22.5 [1988]
Oh I Know Such a Lot of Things 36 x 24 [1969]
Pastore DePamphilis Rampone 23 x 16 [n.d.]
The Prepared Professional 38 x 21 [1982]
Richard Sapper Design (corners damaged) 33 x 23.5 [1993]
Sources and Resources of 20th Century Design 24 x 30.5 [1966]
SOS Children’s Village, SOS Kinderdorf 33 x 23.25 [1996]
The Splendor of Dresden (one item from show) 36 x 24 [1978]
The Splendor of Dresden (three items from show) 36 x 23 [1978]
The Splendor of Dresden (white, untrimmed) 22 x 21 [1978]
The Splendor of Dresden (white) 22 x 21 [1978]
The Splendor of Dresden (black) 22 x 14 [1978]
Tokyo Communication Arts 35.5 x 25.25 [1982]
UCLA ’75 36 x 24 [1975]
UCLA Summer Sessions 1993 36 x 24 [n.d.]
University Center Dedication, University of Hartford 36 x 24 [1989]
[Untitled, white animal running on orange field] 36 x 24 [1969]
[Untitled, red heart in beige circle] 36 x 24 [1957]
[Untitled, bird, dog, and cat] 36 x 24 [1969]
[Untitled, halftone ballet dancer on red field] 36 x 24 [1939]
[Untitled, halftone man with teal and salmon squares] 36 x 24 [n.d.]
Westinghouse Born: A New Design Center at Westinghouse 27 x 18.5 [n.d.]
Yale University School of Art, untitled 17.25 x 8.75 [n.d.]