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Paul Rand was a well-known American Graphic Designer known for creating corporate logo designs. Its something about his work that attracts my eyes, the way his brand logos catches my eye without too much complication but beauty in its simplicity. Some of his corporate logo designs are for top corporate brands such as IBM, UPS, ABC and many more. His reputation is known as one of the best graphic designer that has lived. And his work are still much in use in IBM, ABC, UPS and many more.

I in particular love the logo he has designed for ABC, just because of how simple it is, and it does not let the eye distract from anything else other than the letters ABC. He also uses the Modern type family typography for the corporate logo for abc. Since he has created the logo in 1962, It has remained the same till modern time keeping the same concept perhaps with very slight tweaks which doesn't take away from the original abc logo Paul Rand has created. Another corporate logo that he has left his mark on is the logo for the IBM. Fairly standard typography but what's unique about it is the horizontal stripes that were placed within the letters of IBM and gave it a new meaning. The concept of this logo by Paul Rand is to portray "speedy and dynamism" to its viewers. And since then, this logo has been recognized all over the world and has thus remained the same. Paul Rand has not just created logo for the looks but, a design which permeated corporate consciousness and awareness.

