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Think different.
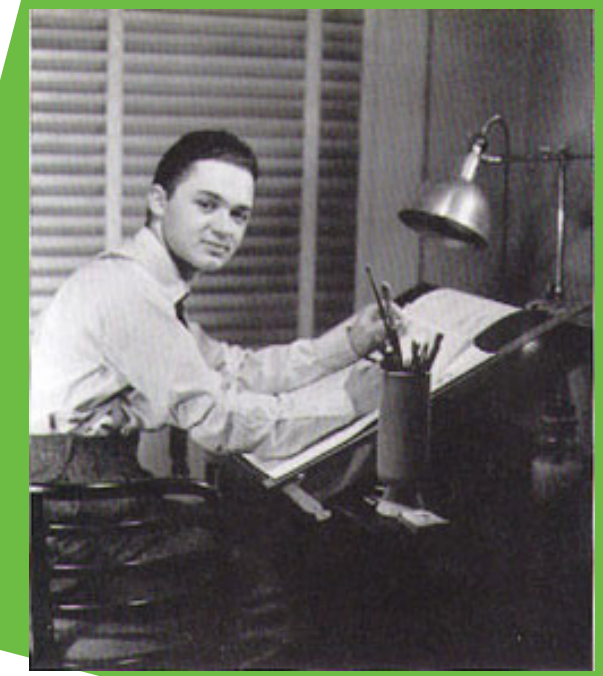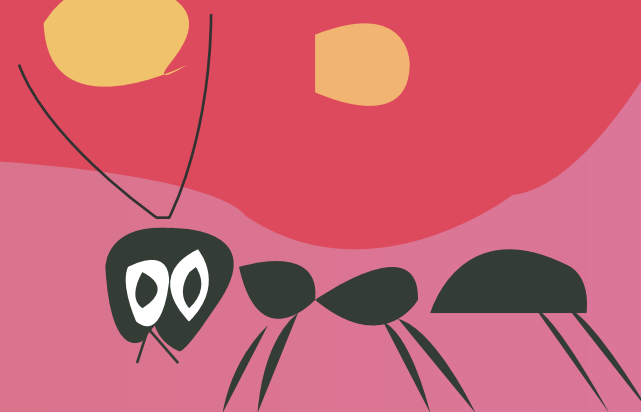
"Innovation leads one to see the new in the old and distinguishes the ingenious from the ingenuous."

-Paul Rand

Paul Rand (born Peretz Rosenbaum, August 15, 1914 – November 26, 1996) was a well-known American graphic designer. He is best known for creating corporate logo identities for companies such as IBM, UPS, ABC, and Westinghouse. Rand studied at the Pratt Institute, Parsons The New School for Design, and the Art Students League.

Rand had an eye for graphic design early in his life. He would paint posters for his father's grocery store and for events at his grade school in Brooklyn, NY. His father didn't believe that art would be a lucrative life and made him attend Manhattan's Harren High School. He would attend Pratt institute at night. Rand claims that he wasn't inspired creatively at the multiple art schools he attended, but rather taught himself graphic design by studying works of Cassandre and Moholy-Nagy in European magazines such as Gebrauchsgraphik.

Rand had a very simple art style, which he thought was the best for corporate identites. He thought that the simpler the logo, the easier it would be for someone to remember. Besides desginging simple logos, he also had a eye for simple shapes. Rand used a lot of circles, squares, and triangles in his work, usually with bright retro colors. Rand's simplicity is what I tried to mimic for this brochure.