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Author : Ivan Chermayeff, Tom Geismar & Sagi Haviv

Pages : 317 pages Publisher : Standards Manual

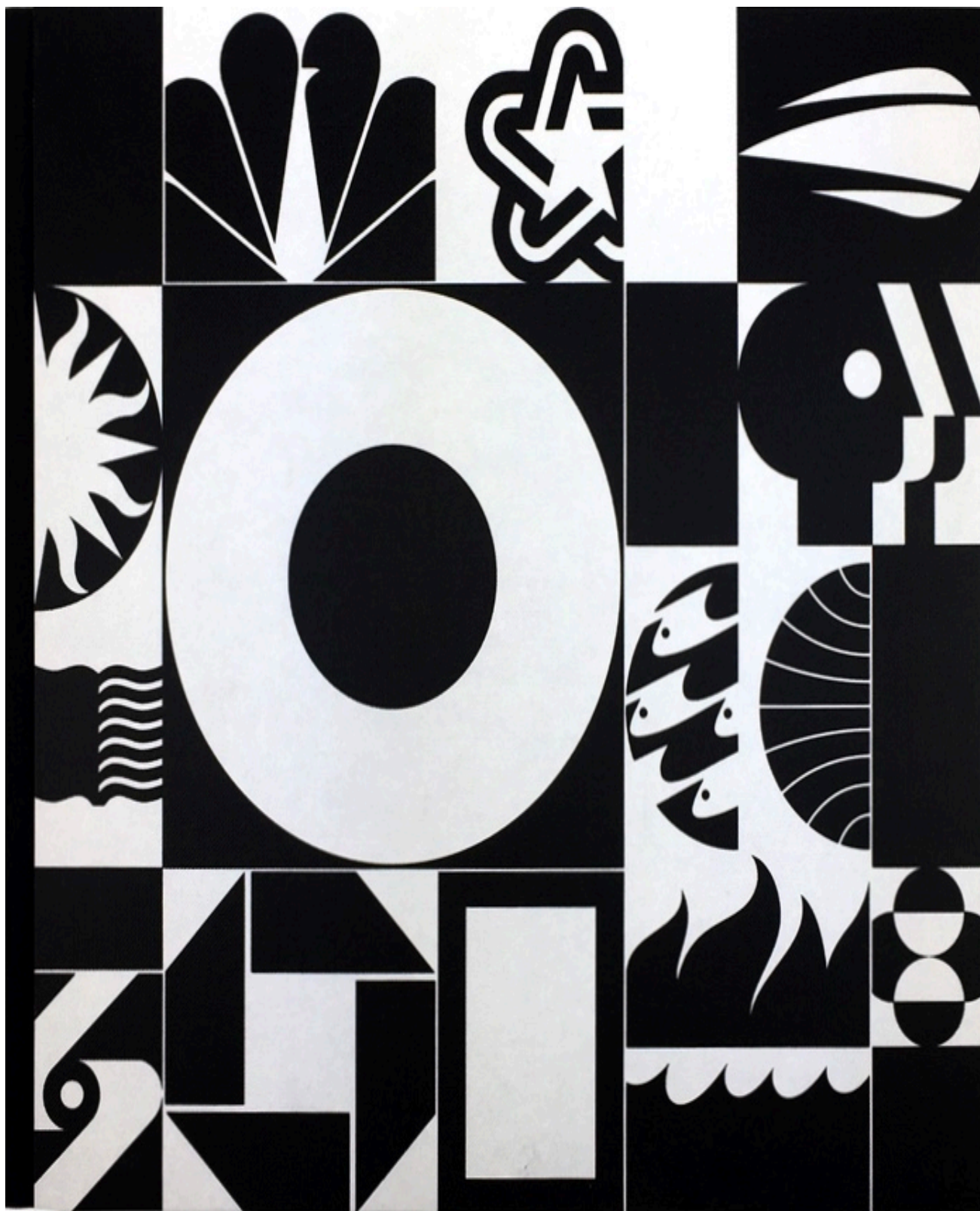
Language : eng ISBN-10 : 0692955232 ISBN-13 :  
9780692955239

## **Synopsis book**

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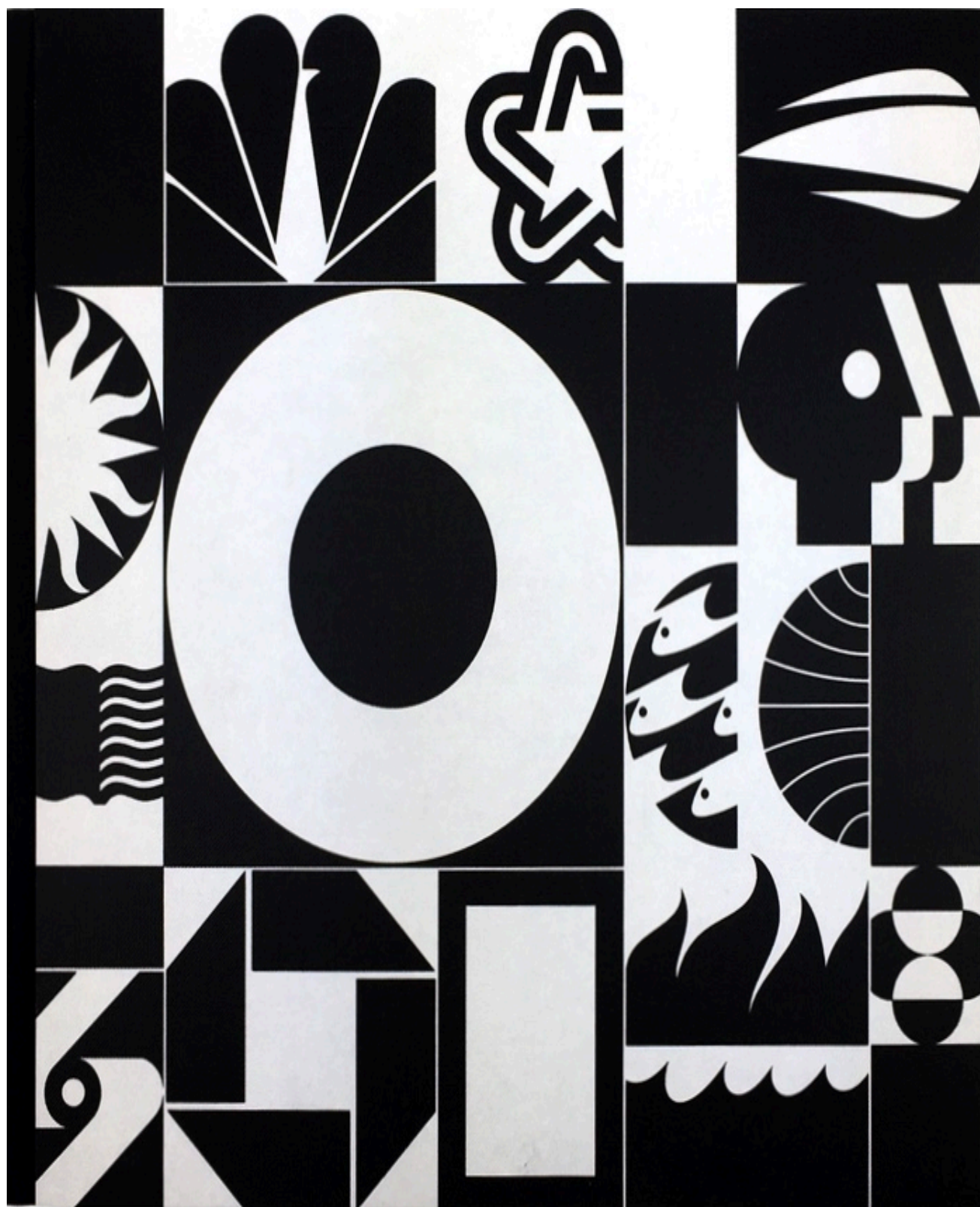


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The NBC peacock, the PBS faces, the red Mobil O, the Smithsonian sun: Chermayeff & Geismar & Haviv created some of America's best-known logos. Seminal New York design firm Chermayeff & Geismar & Haviv, founded by Tom Geismar and Ivan Chermayeff, has designed countless brand logos that have become indelible parts of American visual culture: the Chase Bank octagon, the NBC peacock, the PBS faces, the red Mobil O, the Smithsonian sun and many more. Still at the forefront today with the addition of partner Sagi Haviv, the firm has more recently designed logos and identities for the Library of Congress and Harvard University Press. Instead of consolidating a signature style in their design, Chermayeff & Geismar & Haviv focused on creating immediately legible, memorable identities for their clients. "Our trademark designs can be seen as eclectic because they take many forms and are expressed in many styles," admits Tom Geismar. "But they are deliberately this way

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