

**8**  
**Zu diesem Buch**  
—  
**12**  
**Bell System**  
Saul Bass  
1969  
—  
**20**  
**British Rail**  
Gerry Barney,  
Design Research Unit  
1964  
—  
**28**  
**British Steel**  
David Gentleman  
1969  
—  
**34**  
**CBS**  
William Golden  
1951  
—  
**40**  
**Centre Pompidou**  
Jean Widmer,  
Visuel Design Association  
1977  
—  
**48**  
**CN**  
Allan Fleming,  
Cooper and Beatty  
1960  
—  
**54**  
**CND**  
Gerald Holtom  
1958  
—  
**60**  
**Coca-Cola**  
Frank Mason Robinson  
1886  
—  
**68**  
**Deutsche Bank**  
Anton Stankowski,  
Stankowski + Duschek  
1974  
—  
**74**  
**ENO**  
Mike Dempsey,  
Carroll, Dempsey & Thirkell  
1991

**82**  
**ERCO**  
Otl Aicher  
1974  
—  
**90**  
**I Love New York**  
Milton Glaser,  
Milton Glaser, Inc.  
1975  
—  
**96**  
**London Underground**  
Edward Johnston  
1916  
—  
**104**  
**Michelin**  
O'Galop  
1898  
—  
**110**  
**München 1972**  
Coordt von Mannstein,  
Graphicteam Köln  
1968  
—  
**116**  
**Musée d'Orsay**  
Bruno Monguzzi  
1983  
—  
**124**  
**NASA**  
Bruce Blackburn,  
Danne & Blackburn  
1974  
—  
**132**  
**National Theatre**  
Ian Dennis,  
HDA International  
1974  
—  
**138**  
**Osborne Bull**  
Manolo Prieto  
1956  
—  
**144**  
**Penguin**  
Edward Young  
1935  
—  
**152**  
**Perú**  
FutureBrand Buenos  
Aires and Lima  
2010

**158**  
**Pirelli**  
Unbekannt  
1907  
—  
**164**  
**Randstad**  
Ben Bos,  
Total Design  
1966  
—  
**172**  
**Sol de Miró**  
Joan Miró  
1984  
—  
**178**  
**Tate**  
Wolff Olins  
1999  
—  
**184**  
**UPS**  
Paul Rand  
1961  
—  
**190**  
**V&A**  
Alan Fletcher,  
Pentagram  
1989  
—  
**198**  
**Woolmark**  
Franco Grignani  
1964  
—  
**206**  
**WWF**  
Sir Peter Scott  
1961  
—  
**217**  
**Personen- und  
Sachwortverzeichnis**  
—  
**220**  
**Bildnachweis**  
—  
**223**  
**Danksagung**