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40-year history of the firm,  
which is led by Ivan  
Chermayeff, Tom Geismar, and  
Steff Geissbuhler. The  
variety and vitality of  
their work is reflected in  
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...

TM collects over 200 trademarks created over the 40-year history of the firm, which is led by Ivan Chermayeff, Tom Geismar, and Steff Geissbuhler. Reprinted here is the C. Ray Smith essay that accompanied Ivan Chermayeff and Thomas Geismar's recognition as AIGA Medalists in 1979: "Finding relationships, as Ivan Chermayeff (1932 - 2017) has said, is what graphic design is all about.

**Chermayeff, Geismar, and  
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Chermayeff & Geismar is more than just a book. It is identity and brand design history at its best. The constant high level and eternity of their work is admirable. Their work is an example for everyone into brand and corporate design. The book was originally published in 2000 by Princeton Architectural Press.

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Apr 6, 2020 - Logo Book  
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Creators of many of the world's most iconic and enduring brands, Chermayeff & Geismar & Haviv is an independent New York based graphic design firm specializing in the development of trademarks.

**Chermayeff & Geismar & Haviv**

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Press, \$40) is a  
chronological selection of  
the studio's work by its  
partners, Ivan Chermayeff,  
Tom Geismar and Steff...

## **Tm Trademarks Designed Chermayeff Geismar**

About. It was founded in  
1957 by Yale graduates Ivan  
Chermayeff and Tom Geismar;

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and Robert Brownjohn, a protégé of László Moholy-Nagy and Chermayeff's father, industrial designer Serge Chermayeff, at the New Bauhaus in Chicago.

Brownjohn, who struggled with heroin addiction for most of his adult life, left the partnership to join J. Walter Thompson's London branch in 1959.

## **Chermayeff & Geismar & Haviv - Wikipedia**

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**Books in Brief: Nonfiction;  
And Ye Shall Know Them - The  
...**

Chermayeff & Geismar, logo  
for New York University

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(1972). Aaron Kenedi A trademark often becomes the public face of a company. Among the companies you have worked for, some inevitably have gotten black eyes, most recently in the financial crisis. When you see your logo for a client like Chase (now J.P. Morgan Chase), do you feel a sense of responsibility because, in a sense, you vouched for them?

## **Marks Men: An Interview With Ivan Chermayeff, Tom Geismar**

...

Tom Geismar For the first time, to try to explain some of the issues and the thinking that led us to develop the wide range of

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marks we've designed over  
the years. Chermayeff &  
Geismar, logo and ...

## **How to create an iconic trademark | Salon.com**

Chermayeff, Ivan, Tom  
Geismar, and Steff  
Geissbuhler. (2003)  
designing: New York: Graphis  
ISBN 978-1-932026-14-6;  
Chermayeff & Geismar Inc.  
(2000) TM: Trademarks  
Designed by Chermayeff &  
Geismar. New York: Princeton  
Architectural Press ISBN  
978-1-56898-256-4; Geismar,  
Thomas H., Harvey Kahn,  
Ralph Sessions, Dave Hoffman  
(photographer).

## **Tom Geismar - Wikipedia**

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SVA Archives. Electric  
Circus poster (1967) from  
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Princeton Architectural  
Press, 2000. January 18,  
2013.

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