



IBM is 100 years old



CORPORATE LOGOS



IBM

By a celebratory coincidence, IBM turned 100 years old on June 16 2011, the same year that it passed \$100 billion in sales. Unlike HP and many other Silicon Valley start-ups, IBM start in 1911 was not in a garage but with the merger of four companies that became the Computing-Tabulating-Recording Co. In 1924, the Computing-Tabulating-Recording Company adopted the name International Business Machines Corporation. In 100 years, the company has gone from selling cheese cutters and punch-clocks to laptops and supercomputers.

It has been the backbone of many industries and played a significant role in shaping the 20th century. In some corners, people joke that IBM stands for "I Built Microsoft". (There is a grain of truth to that statement because the company did not take the operating system offered by Microsoft seriously, allowing Microsoft to keep the product and be paid on a per use basis instead.)

To those who are not in the know, International Business Machines (IBM) is an American multinational technology and consulting firm headquartered in Armonk, New York. IBM manufactures and sells computer hardware and software, and it offers infrastructure, hosting and consulting services in areas ranging from mainframe computers to nano technology. The company was founded in 1911 as the Computing Tabulating Recording Corporation through a merger of four companies: the Tabulating Machine

IBM Logo

Just as a nation's flag expresses the distinct identity of a country, so, too, a logotype typically a symbol or letters - helps to establish the name and define the character of a corporation. Effective logos become synonymous with the organizations they portray. They are instantly recognized by millions of people, and help to identify their companies and convey a message about the brands for which they stand. Down through the years, IBM (and its predecessor companies) have used a series of logos on signs, stationery, vehicles, products - and even flags - to make a distinctive statement and foster immediate recognition all over the world.

International Business Machines, more commonly known as IBM, has undoubtedly created one of the world's greatest and most widely known brands. The simplicity and attractiveness of the IBM logo is surprisingly captivating and it also accurately defines the brand name and quality. The logo is representative of the confidence, superiority and uniqueness, the company's products possess, and has played a crucial role in promoting the company in the Information Technology market.

IBM logo is a distinctive statement of depicting company's promise of commitment to its principles and fosters immediate recognition all across the world. Over the years, IBM logo has been perceived as an image of expertise, innovation, service and trust, thereby reinforcing the strength of IBM in the industry.

The IBM logo story began in 1924 when the Computing-Tabulating-Recording Company was renamed as International Business Machines. As part of the re-branding exercise, the ornated letters that formed the "CTR" logo was replaced by the words "Business Machines" in more contemporary sans-serif type, and in a form intended to suggest a globe, girdled by the word "International." In line with company's global expansion mode a new global shape

logo was born girded by the word "International."

To help carry its transition from punch-card tabulating business to computers, in 1947, the "globe" was replaced by simplistic "IBM" in a Beton Bold font. In 1956, Paul Rand conceptualized first IBM continuity logo in solid black letters with City Medium type font. The idea was to make the logo look more solid, grounded and balanced. The celebrated graphic designer again had redone the logo in 1972 with horizontal stripes to suggest more speed and dynamism.

Shape of the IBM Logo:

The IBM logo consists of horizontal stripes which are representative of the speed and dynamism, the esteemed corporate image and goodwill of the company. The company name 'IBM' is highlighted fashionably, using capitalized block lettering to demonstrate authority.

Color of the IBM Logo:

The blue shade is used in the IBM logo. Blue, a very professional color that is often used for corporate logos, projects the strength and dominance of the company and gives a distinctive quality to the logo.

Font of the IBM Logo:

The IBM logo consists of a simple but unforgettable font style. The letters are inscribed in a bold font which is a depiction of the decent attribute of the company and its products. The letters in the logo are formed with horizontal bars which enhance the beauty of the logo.

Vaastu Angle

IBM logo is a masterful balance of colour and shape. As has been often stated in these columns the colour Blue is the colour of infinity and therefore has extended support to the wide array of the companies activities. The blue colour of the logo has propelled the company into **FOCUS OF THOUGHTS** and this is perhaps the most crucial and overriding theme behind the IBM success story.



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IBM Logo

IBM's current "8-bar" logo was designed in 1972 by graphic designer Paul Rand. Logos designed in the 1970s tended to be sensitive to the technical limitations of photocopiers, which were then being widely deployed. A logo with large solid areas tended to be poorly copied by copiers in the 1970s, so companies preferred logos that avoided large solid areas. The 1972 IBM logo is an example of this tendency.



The IBM Kolkata Office

IBM employs over 70,000 people in India, the highest by any IT MNC

Company, the International Time Recording Company, the Computing Scale Corporation, and the Bundy Manufacturing Company. CTR adopted the name International Business Machines in 1924, using a name previously designated to CTR's subsidiary in Canada and later South America.

In 2011, Fortune ranked IBM the 18th largest firm in the U.S., as well as the 7th most profitable. Globally, the company was ranked the 31st largest firm by Forbes for 2011. Other rankings for 2011 include #1 company for leaders (Fortune), #2 best global brand

(Interbrand), #3 green company (Newsweek), #12 most admired company (Fortune), and #18 most innovative company (Fast Company). IBM employs more than 425,000 employees (sometimes referred to as "IBMers") in over 200 countries, with occupations including scientists, engineers, consultants, and sales professionals. Famous inventions by IBM include the automated teller machine (ATM), the floppy disk, the hard disk drive, the magnetic stripe card, the relational database, the Universal Product Code (UPC), and Watson artificial intelligence. ■

Evolution of IBM



Computing-Tabulating-Recording Company

In 1911, financier Charles R. Flint directed the merger of the International Time Recording Company, the Computing Scale Company and the Tabulating Machine Company to form the Computing-Tabulating-Recording Company (CTR). In 1914 Thomas J. Watson, Sr., was named general manager of CTR. Watson emphasized research and engineering, and introduced into the company his famous motto "THINK."

International Business Machines



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IBM in Transition



IBM borrowed on the equities in its brand image and reputation to help carry it through a difficult transition from the punched-card tabulating business to computers. It began with a change to the logotype, the first in 22 years. The new logo appeared on the masthead of the January 1, 1947 issue of Business Machines with surprisingly little fanfare. The familiar "globe" was replaced with the simple letters "IBM" in a typeface called Beton Bold.

IBM Continuity



In May 1956, shortly before he died, Thomas J. Watson, Sr., presided over the official installation of his son as IBM's chief executive. Tom Watson, Jr. moved quickly, using both actions and symbols to signify a new era.

The first visible expression was a relatively change in the company's logotype - subtle, in part, to communicate that any change would come within an overall continuity. Created by noted graphic designer Paul Rand, the new logotype replaced the former Beton Bold typography with City Medium, as the letters "IBM" took on a more solid, grounded and balanced appearance.



IBM International Recognition

In 1972, the company introduced a new version of the logotype. Designed by Paul Rand, horizontal stripes now replaced the solid letters to suggest "speed and dynamism." In the intervening quarter-century, the basic design has remained constant, one of the most recognized logotypes in the world, and a design that has been widely imitated by others.

(from the official archives of IBM)