

INTER: MISSION



Left: IBM's 1924 logo. Right: IBM's logo today.

This innovative company was incorporated in the state of New York on June 15, 1911 as the Computing-Tabulating-Recording Company (C-T-R). It went through several name changes, business models and logos before becoming IBM in 1924. In 1972, the company introduced a new version of the logotype. Designed by Paul Rand, the horizontal stripes suggest "speed and dynamism." The basic design has remained constant and today, it is one of the most recognized logotypes in the world.



Left: "Tony" today. Right: An early rendering of "Katy the Kangaroo."

Kellogg's Tony the Tiger was born in 1951 when an advertising agency was hired to create a campaign for a new cereal by Kellogg's called, Sugar Frosted Flakes. Tony was originally one of four animated critters created to sell the cereal, but he quickly edged out Katy the Kangaroo, Newt the Gnu and Elmo the Elephant to become the sole star of the cereal maker's ad efforts.

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