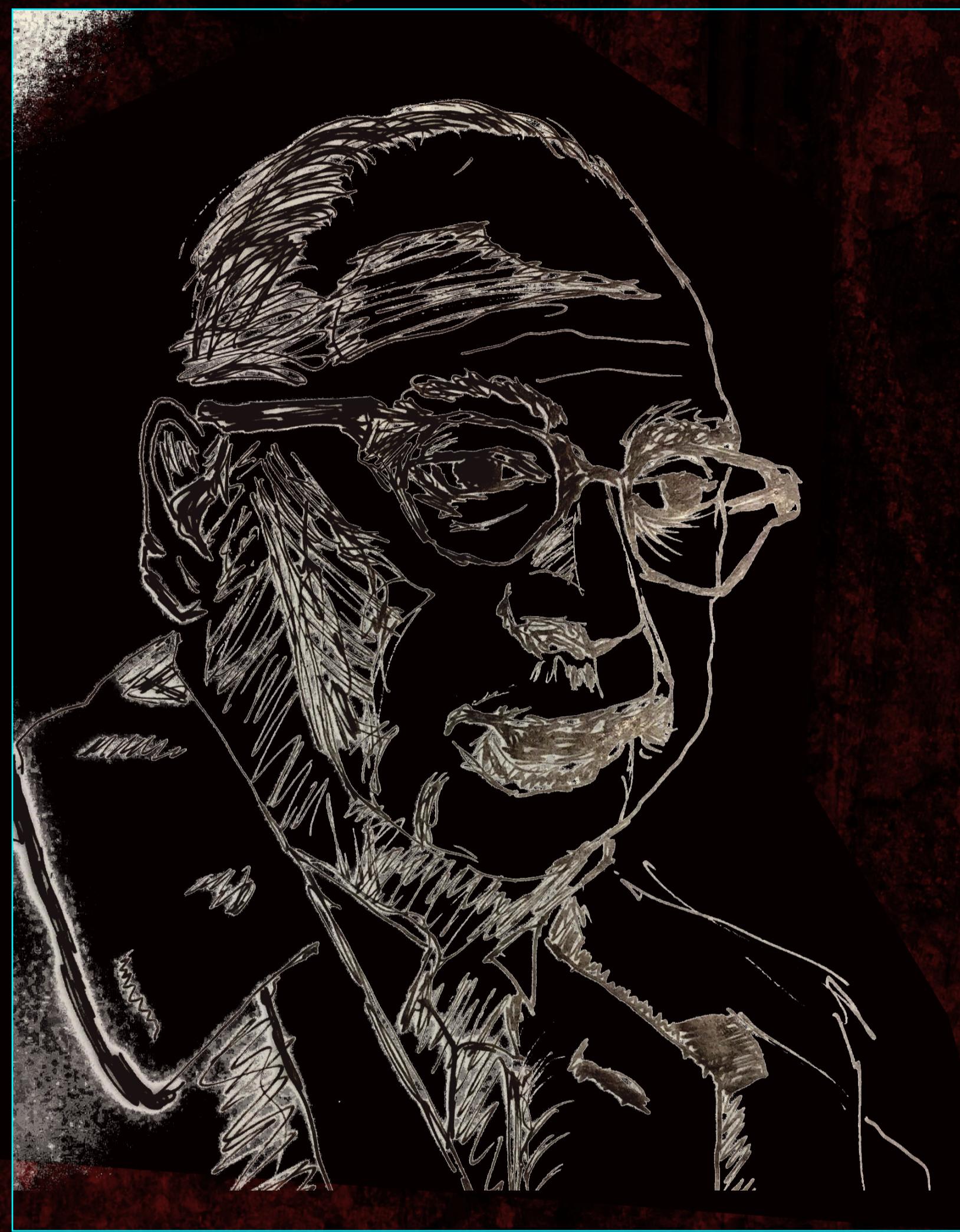


Logo.jpg

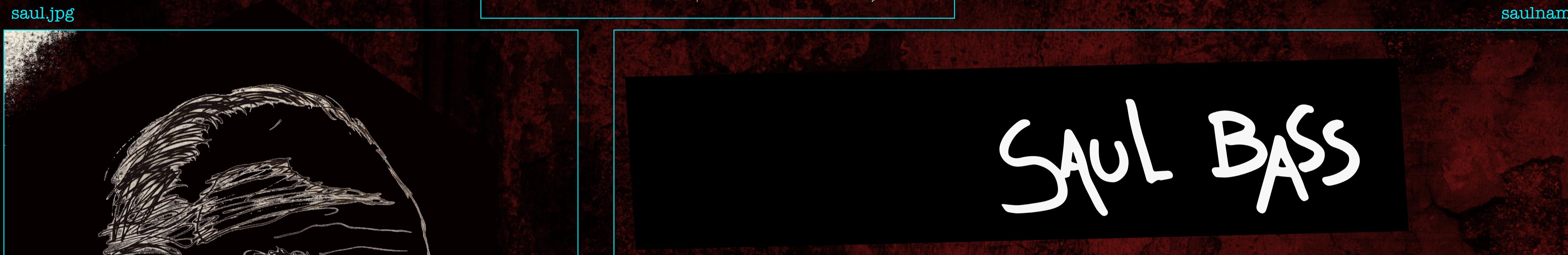
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saul.jpg



SAUL BASS



textbox

was an American graphic designer and Academy Award-winning filmmaker, best known for his design of motion-picture title sequences, film posters, and corporate logos.

During his 40-year career Bass worked for some of Hollywood's most prominent filmmakers, including Alfred Hitchcock, Otto Preminger, Billy Wilder, Stanley Kubrick and Martin Scorsese. Among his most famous title sequences are the animated paper cut-out of a heroin addict's arm for Preminger's *The Man with the Golden Arm*, the credits racing up and down what eventually becomes a high-angle shot of a skyscraper in Hitchcock's *North by Northwest*, and the disjointed text that races together and apart in *Psycho*.

Bass designed some of the most iconic corporate logos in North America, including the Bell System logo in 1969, as well as AT&T's globe logo in 1983 after the breakup of the Bell System. He also designed Continental Airlines' 1968 jet stream logo and United Airlines' 1974 tulip logo, which became some of the most recognized airline industry logos of the era. He died from non-Hodgkin's lymphoma in Los Angeles on April 25, 1996, at the age of 75.

kylename.jpg

KYLE COOPER

Kyle Cooper (Born July 13, 1962) is an American designer known for his work creating title sequences for motion pictures. He has produced and directed over 350 visual effects sequences and main title sequences across a broad array of film and various broadcast mediums.

After graduating with his M.F.A. from the Yale School of Art Cooper went on to work at R/Greenberg Associates in New York City. He worked there from 1988 to 1996 before heading west to head design at RGA/LA, an advertising agency with offices in New York and Los Angeles. During this period, Cooper created the title sequence for the 1995 American crime film *Seven* (1995 film), a seminal work which received critical acclaim[4] and is credited for inspiring a number of younger designers for years to come. According to Cooper, at the time he made the title sequence for *Seven*, main title sequences were behind what was happening in print, music videos, and commercials. Cooper has stated he aimed to create main titles that would raise the bar creatively for future title sequences.

textbox2.jpg

kylecooper.jpg

