

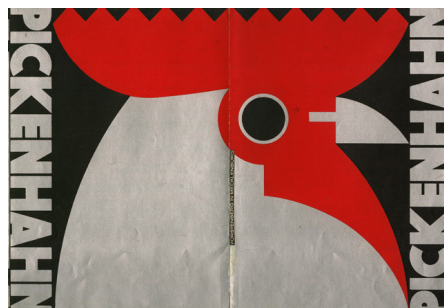


Poster variation for Higher School of Decorative Arts, 1911–12.

Wilhelm deffke created over ten thousand commercial logos, but it wasn't just the quantity that turned out to be quite astonishing for his time. Deffke also was one of the first graphic designers who put all his professional effort into that field, way before paul rand, saul bass and other better-known pioneers of visual identity.



Seidels Reklame magazine, 1923.



Pickenhahn.

Wilhelm Deffke's Timeline

1887

born in Elberfeld, Germany

1907

graduates from Elberfeld School of Applied Arts

1909

starts his 1-year apprenticeship in Peter Behrens' studio

1915

founds the Wilhelmwerk advertising studio in Berlin

1923

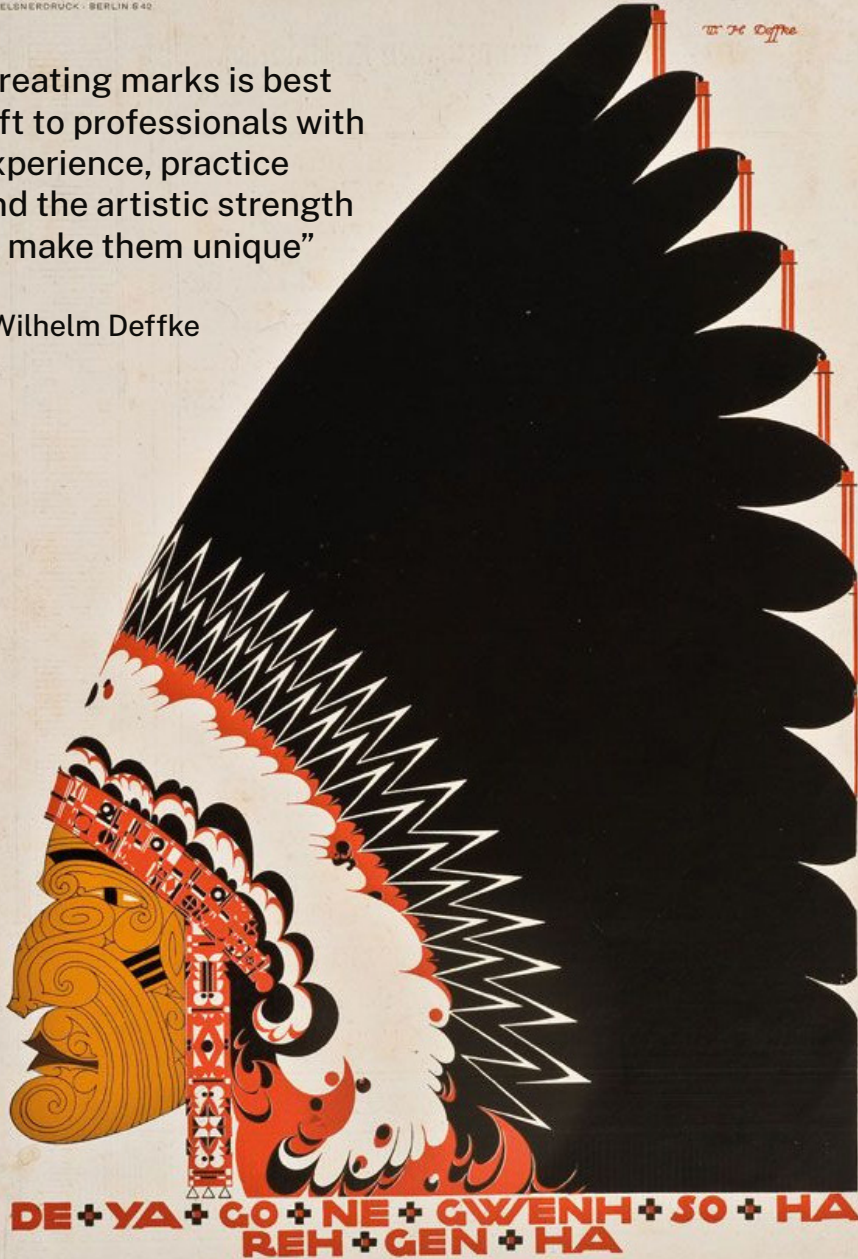
the Seidels Reklame magazine dedicates an entire issue to Deffke's works

1925

is appointed the director of School of Arts and Crafts in Magdeburg

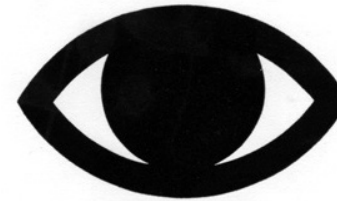
“Creating marks is best left to professionals with experience, practice and the artistic strength to make them unique”

—Wilhelm Deffke



Brochure for Hapag Amerika Reisen, 1914.

Reductionism: he always picked a basic geometric shape or a primitive symbol and refined its proportions to shed weight off of a mark and get rid of all unnecessary.



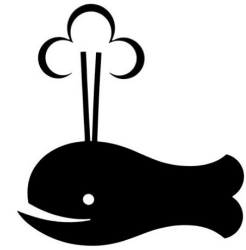
Logo for Argus.



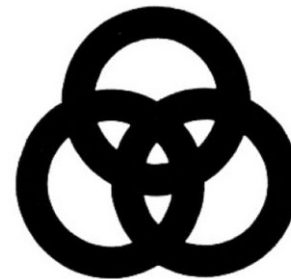
Redesign of Peter Behrens' original 1908 AEG logo, 1917.



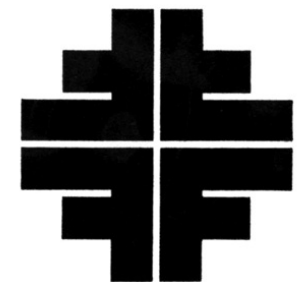
Redesign of the logo for Siemens & Halske AG, 1917.



Whale signet, 1930–45.



Redesign of the Dreiring, trademark for the cast steel works, Friedrich Krupp AG, 1917.



Frisch Fromm Froh.