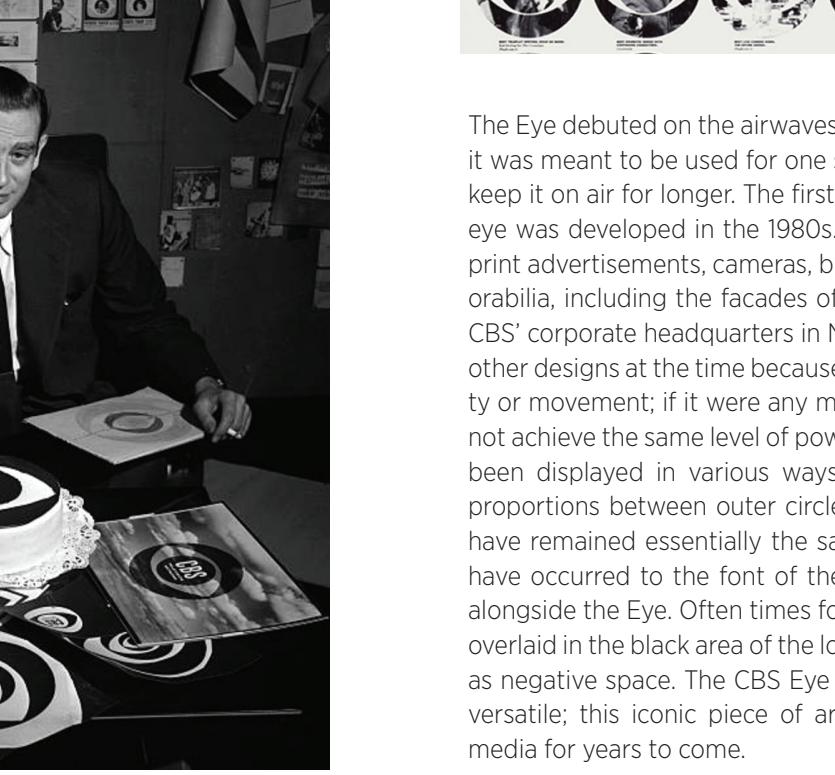


CBS

CORPORATE IDENTITY

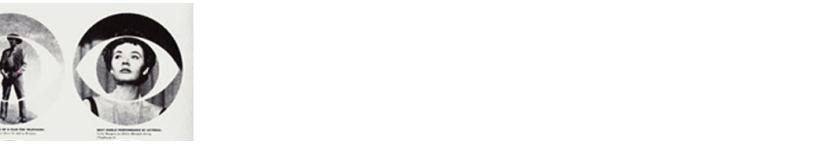
the DESIGNER

The 1950s were a time where television was becoming more popular and credible as a medium of communication, thus decreasing the demand for radio. CBS' president during this time, Dr. Frank Stanton, understood that there was a need to create a CBS Television identity that would differentiate it from CBS' radio network. He assigned this task to William Golden, who was the creative director of CBS' advertising and sales promotion. Stanton had great respect for Golden. According to Stanton, Golden's one devotion was to excellence, and there was no factor that would lead him to settle for second best. He did not care for titles, rank, or position; he focused only on quality. In his lifetime, Golden was chosen as one of the "ten best" art directors by the National Society of Art Directors, was a member of the Board of Directors of the American Institute of Graphic Arts, received the prime awards of various graphic exhibitions throughout the country, and much more.



the LOGO

The purpose of the CBS logo was not only to be the face of the network, but also to embody the spirit of the company. Little did William Golden know at the time that his creation of the Eye logo would be so successful, and would become such a significant moment in the history of graphic design. His inspiration came from a drive through Pennsylvania Dutch country. He was fascinated by the hex symbols resembling the human eye that are drawn on Shaker barns to ward off evil spirits. In addition, he also came across a drawing in a Shaker art book that looked like an eye that intrigued him. With the help of graphic artist Kurt Weih, Golden sketched out preliminary eye logos using just paper, pencil, and pen. The idea behind it was that CBS is "looking at the world" – the symbolization was simple, yet effective.



The Eye debuted on the airwaves on October 20, 1951. Originally, it was meant to be used for one season, but Stanton decided to keep it on air for longer. The first fully computer-generated CBS eye was developed in the 1980s. Over time, it also was used in print advertisements, cameras, buildings, cards, executive memorabilia, including the facades of CBS Television City in LA and CBS' corporate headquarters in NYC. The logo stood apart from other designs at the time because it did not depend on readability or movement; if it were any more detailed or figural, it would not achieve the same level of power. Throughout the years, it has been displayed in various ways, and has been updated. The proportions between outer circle, inner circle, and white space have remained essentially the same, but more drastic changes have occurred to the font of the text that is frequently added alongside the Eye. Often times for special occasions, images are overlaid in the black area of the logo, and the white space is used as negative space. The CBS Eye has proven to be practical and versatile; this iconic piece of artwork will continue to impact media for years to come.

SOURCES

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<https://www.cbsnews.com/news/after-64-years-the-cbs-eye-still-resonates/>

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Pranita Lokinendi, NEU 2018

"...as in the case of CBS, sometimes the companies get it right the first time." - CBS website

