

Branding



1882

"I's in Town Honey!"

Aunt Jemima's Pancake Flour

Better this year than ever before. Prepared from Wheat, Corn and Rice. Makes the finest pancakes imaginable. No trouble at all. Only takes a minute to prepare. All grocers sell.

Aunt Jemima's Pancake Flour

Buy a package today and have good old-fashioned, light, digestible pancakes for breakfast tomorrow. You'll be surprised and happy when you see them on the table, smoking hot, delicious and brown.

Aunt Jemima's Pancake Flour is unexcelled for waffles and muffins.

**Davis Milling Company,
St. Joseph, Mo.**

Manufacturers of the celebrated Aunt Jemima's Special Cake and Pastry Flour.

**DAVIS' GOLDEN SHEAF
KANSAS HARD WHEAT
FLOUR**

All our products guaranteed to please you.

FREE Aunt Jemima and Her Rag Doll Family

These unique dolls are the best for children for the little girls. They are given away FREE to exchange for the company's new packages. Every child wants a set of these dolls.

Note the model of Aunt Jemima, presented to her during the World's Fair in Chicago for being One Million of the best pancakes ever eaten.

1909

COCA-COLA. Coca-Cola

1886



1890

1900

Coca-Cola

1905s



1940

1950



1969

Coke
Coke

1985



1987



1993



2003



2007

<https://www.youtube.com/watch?v=QKi2wjELK6A>

Logo Design

Iconic Logos



Wordmarks

Coca-Cola

FedEx



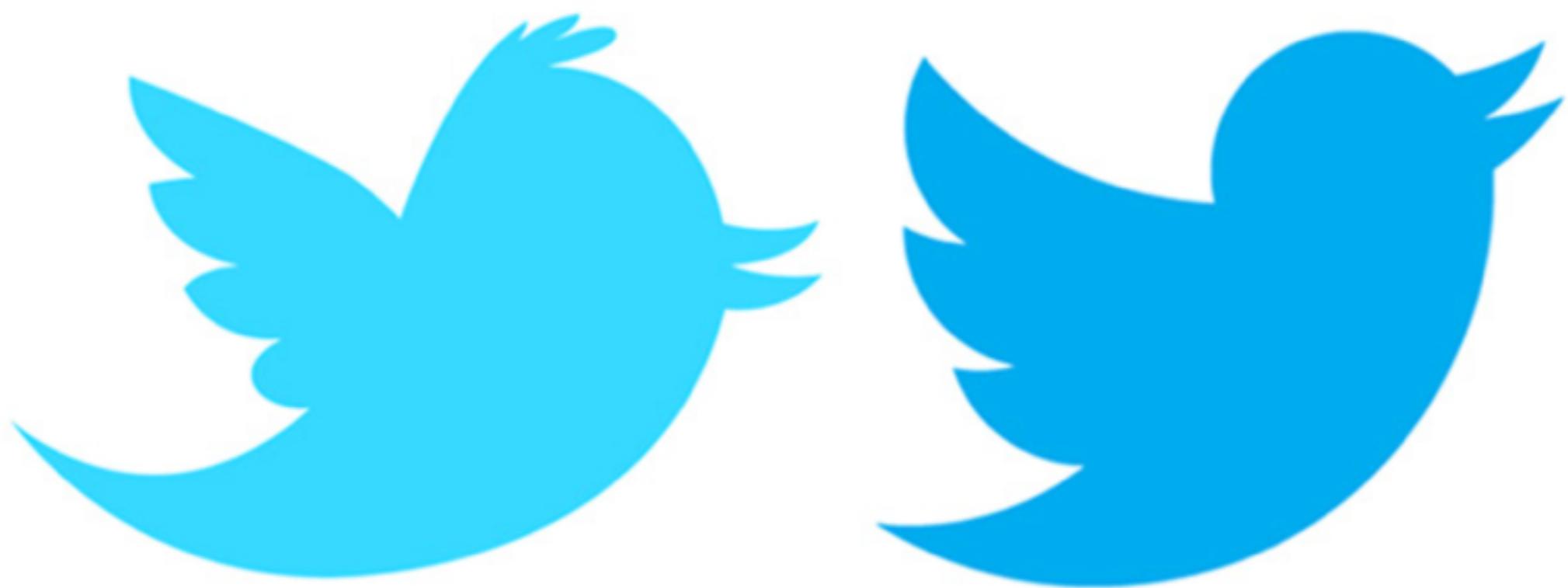
Disney

Lettermarks



Combination Marks





MailChimp®

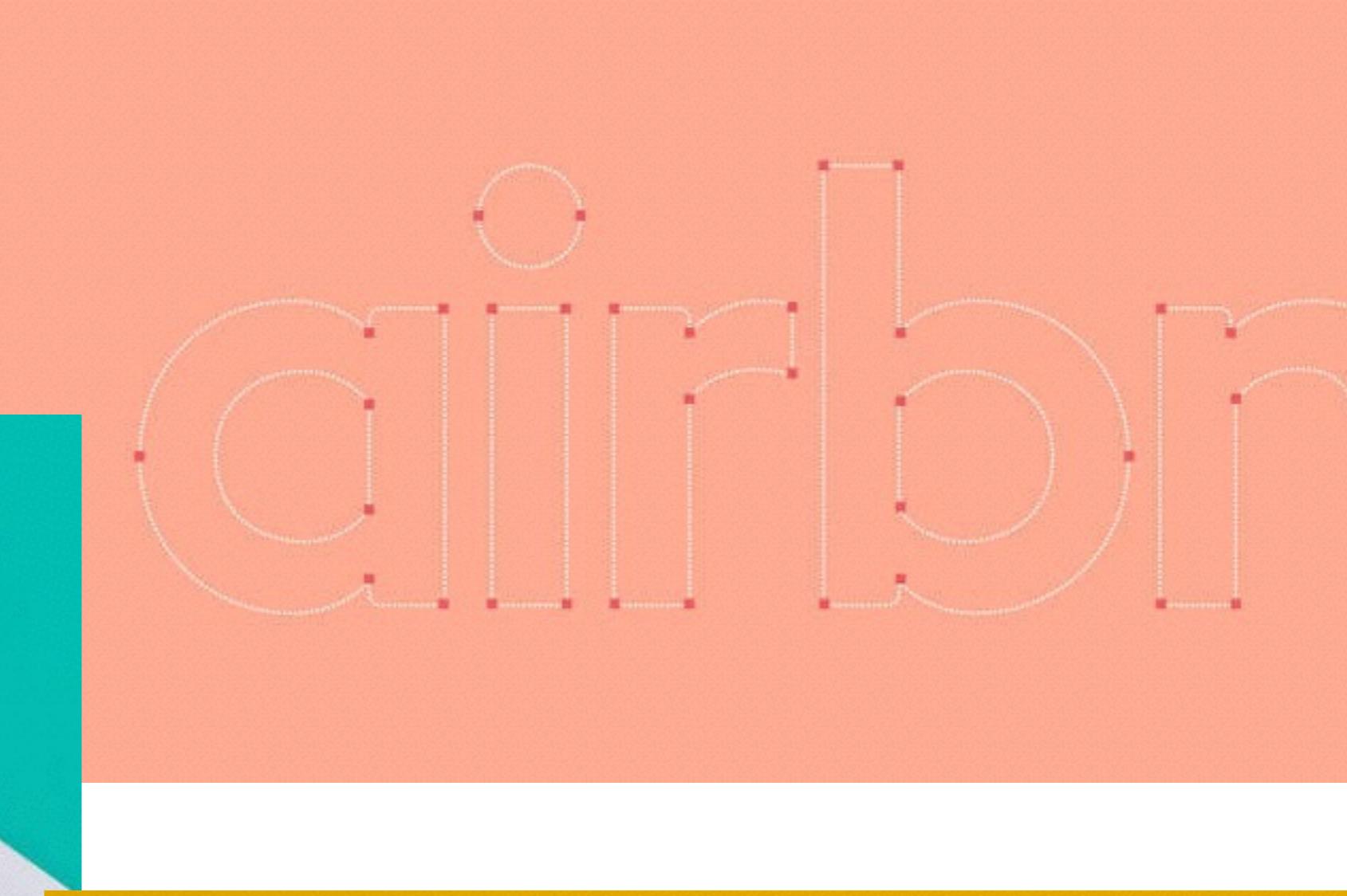
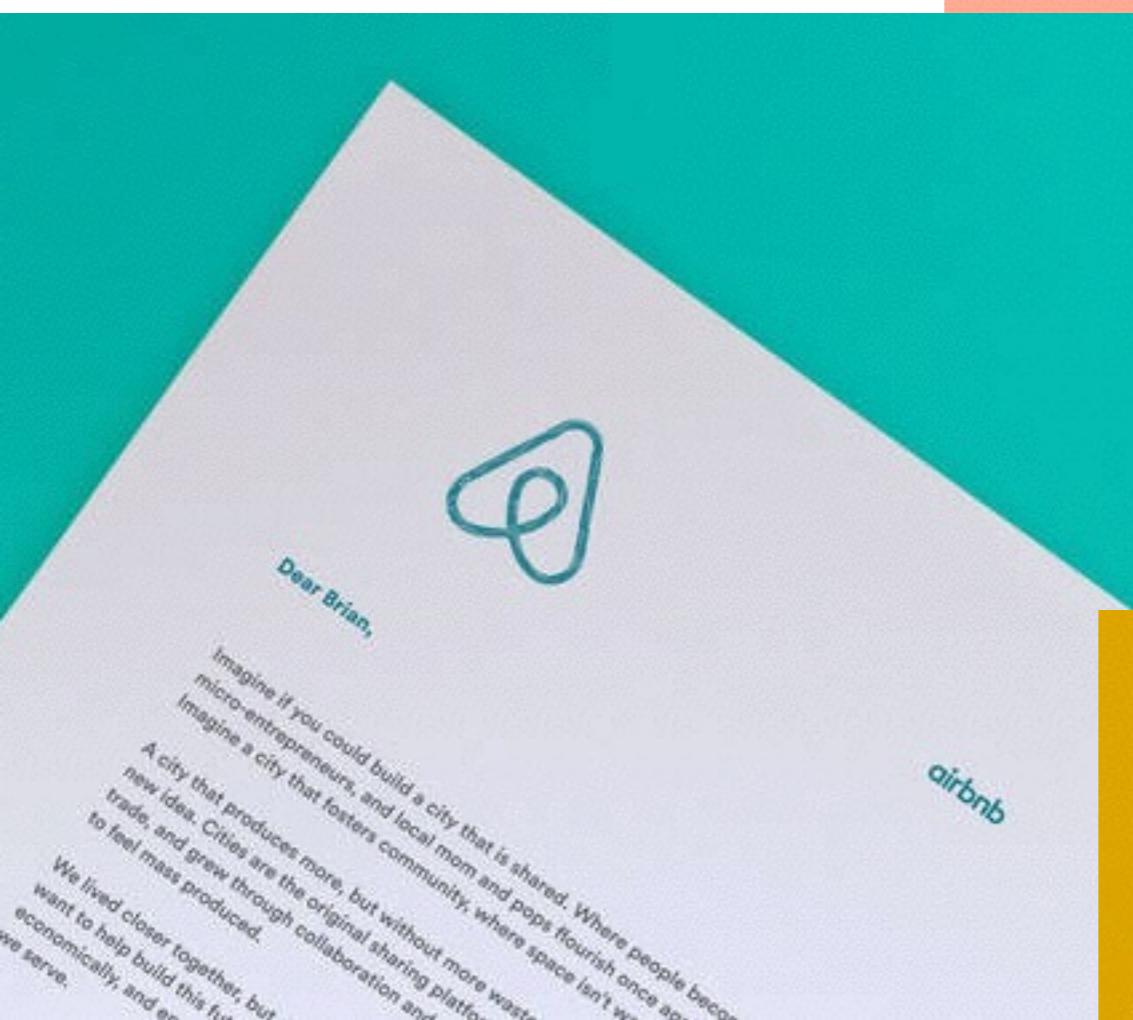
Old Logo

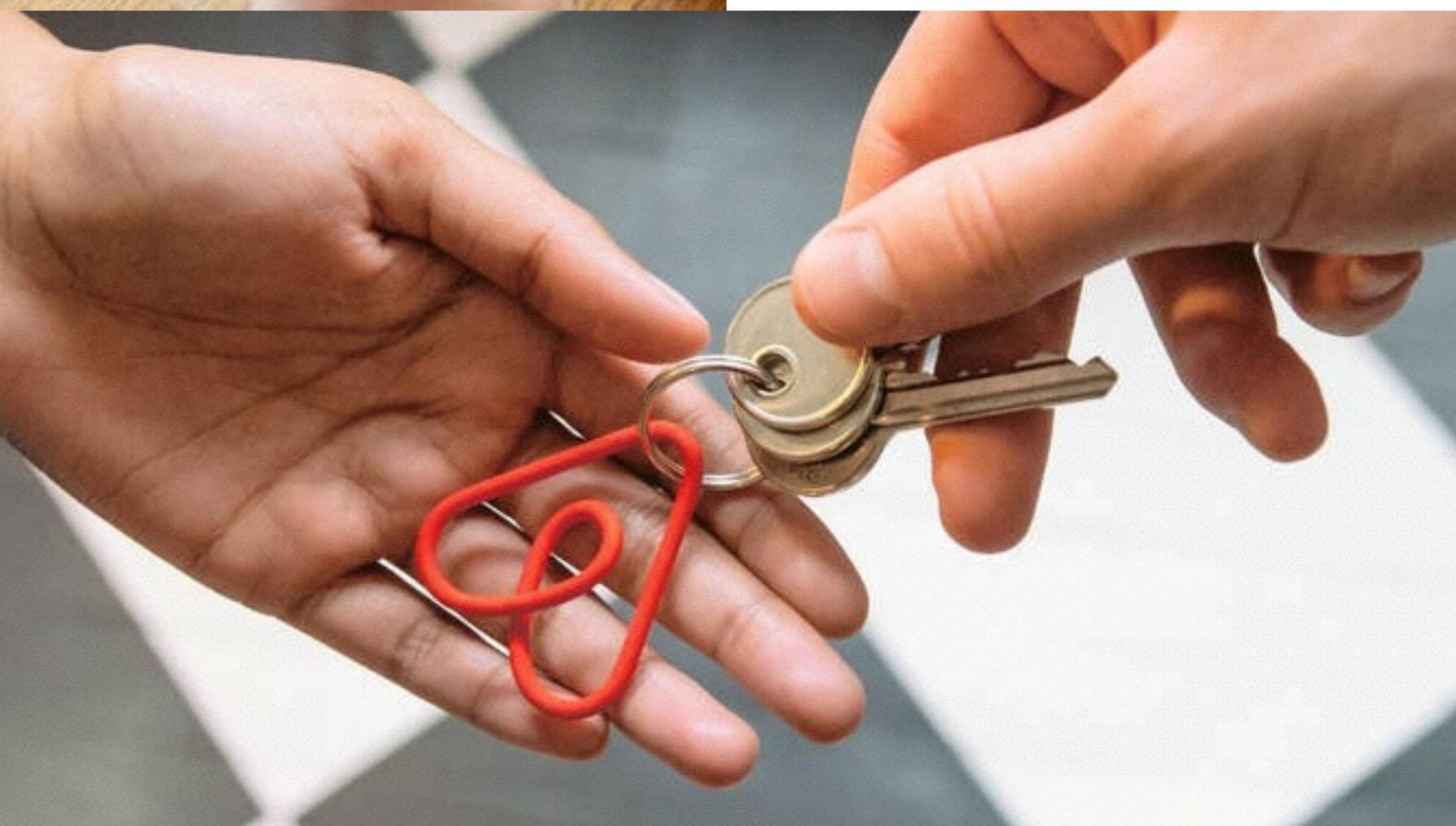
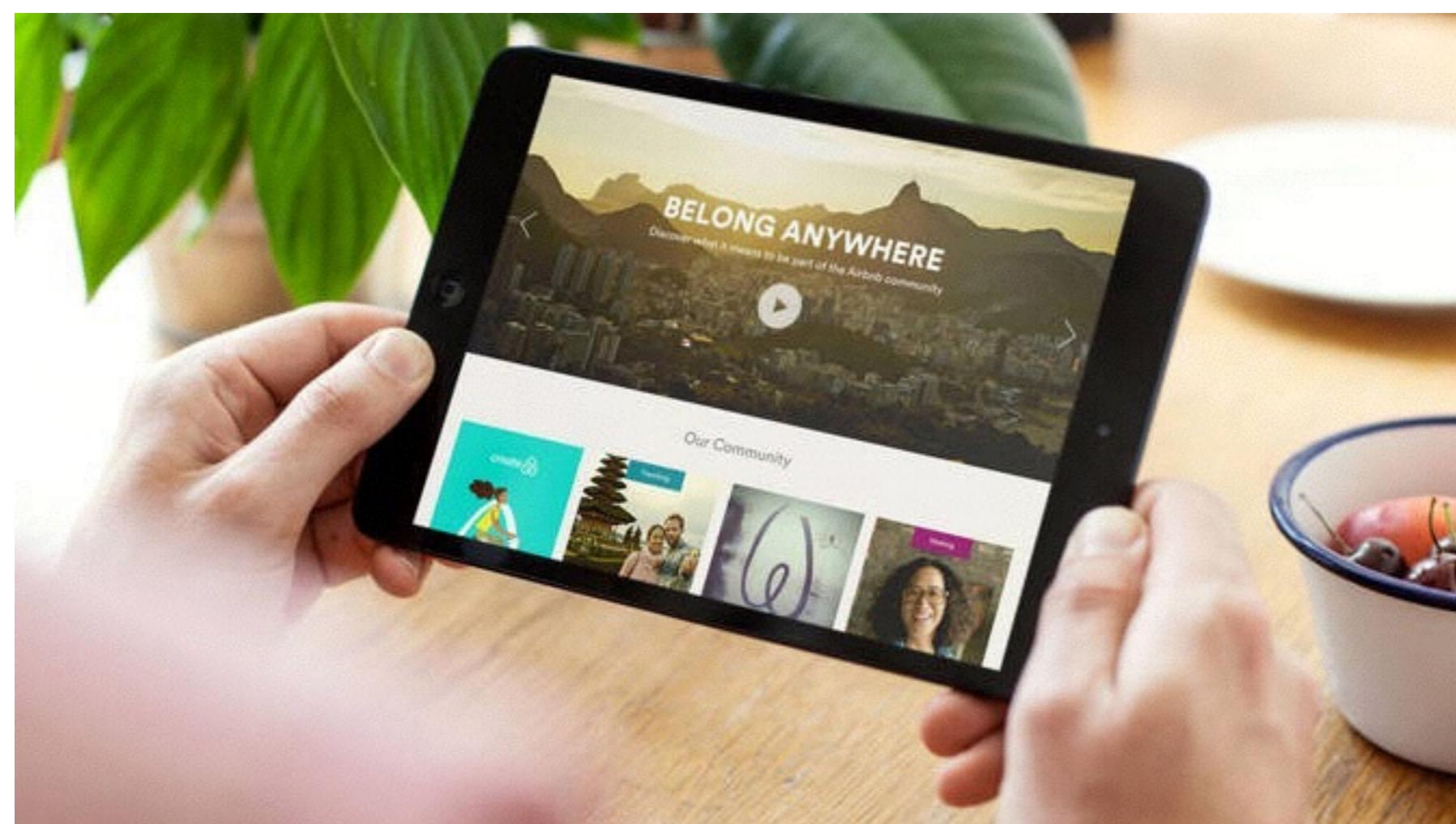
MailChimp

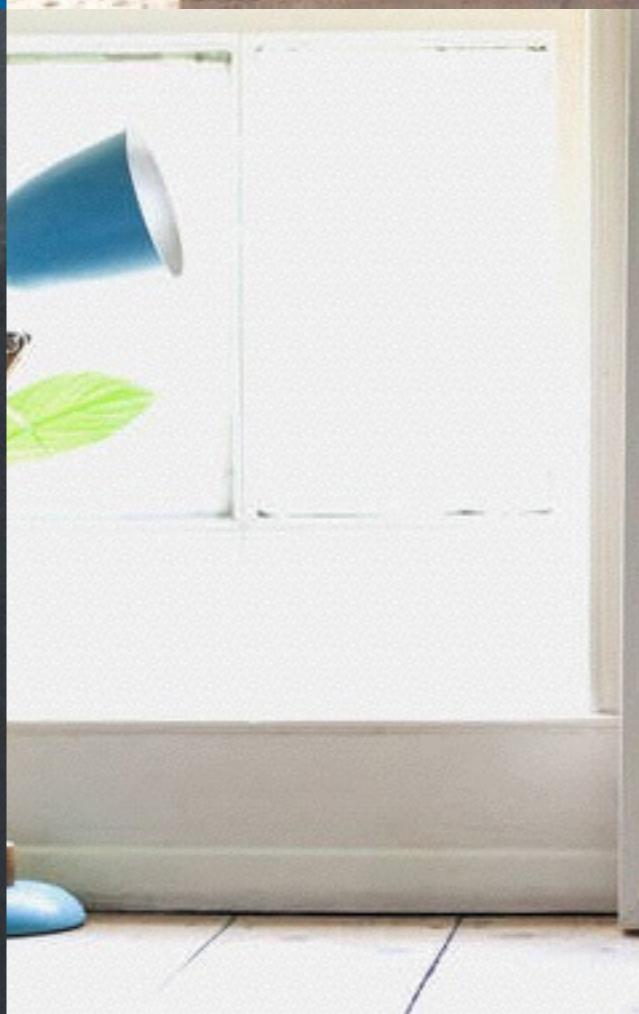
New Logo

Identity Design









We imagine
a world where
you can belong
anywhere.



7 #128005 35 KB5 000133







Spotify

<http://www.wearecollins.com/work/spotify/>



Spotify



Feeling like a little
Bowie?

Listen to the full
discography for free



Bowie







See Pell live
at Spotify House





Chvrches

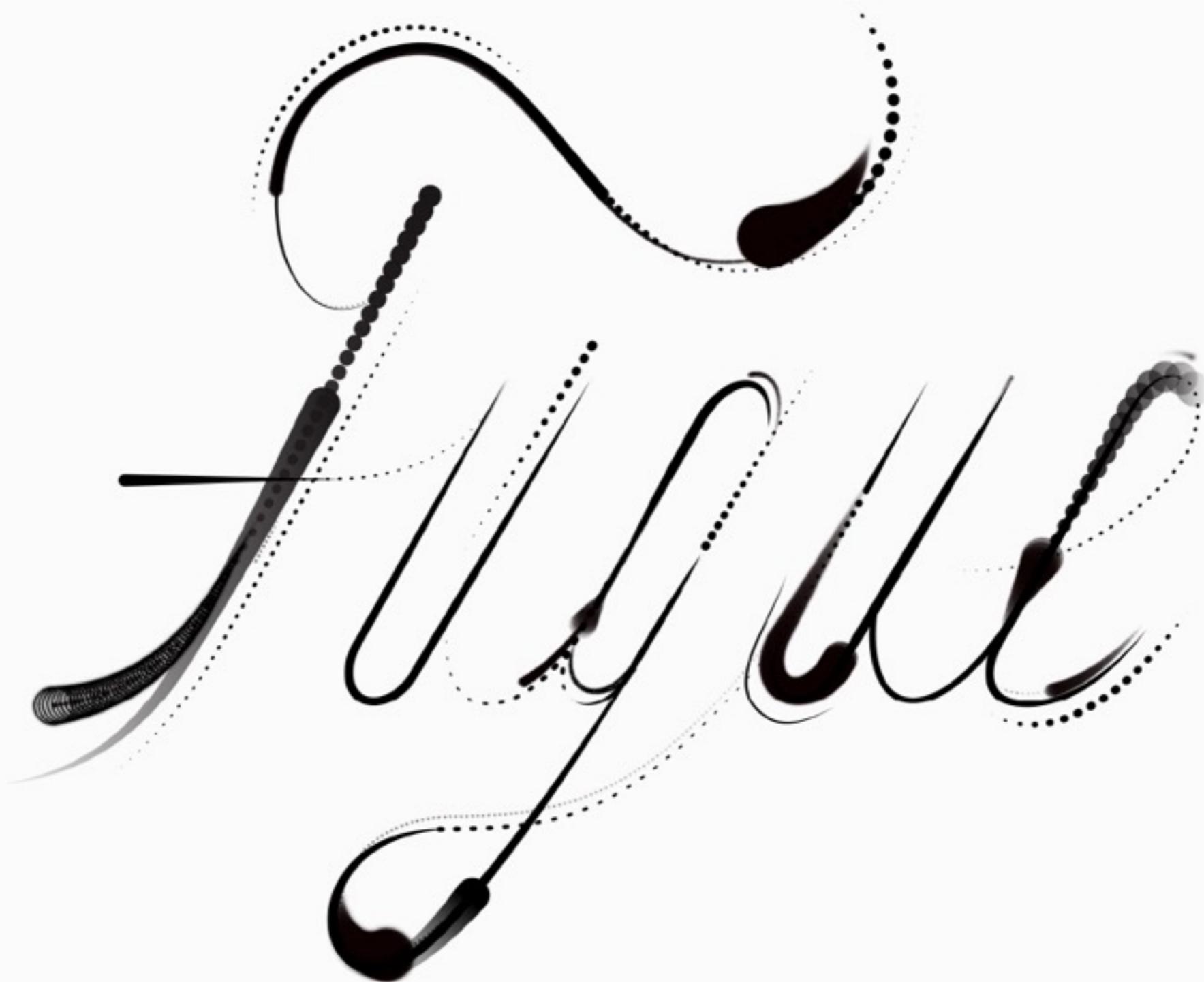


Spotify

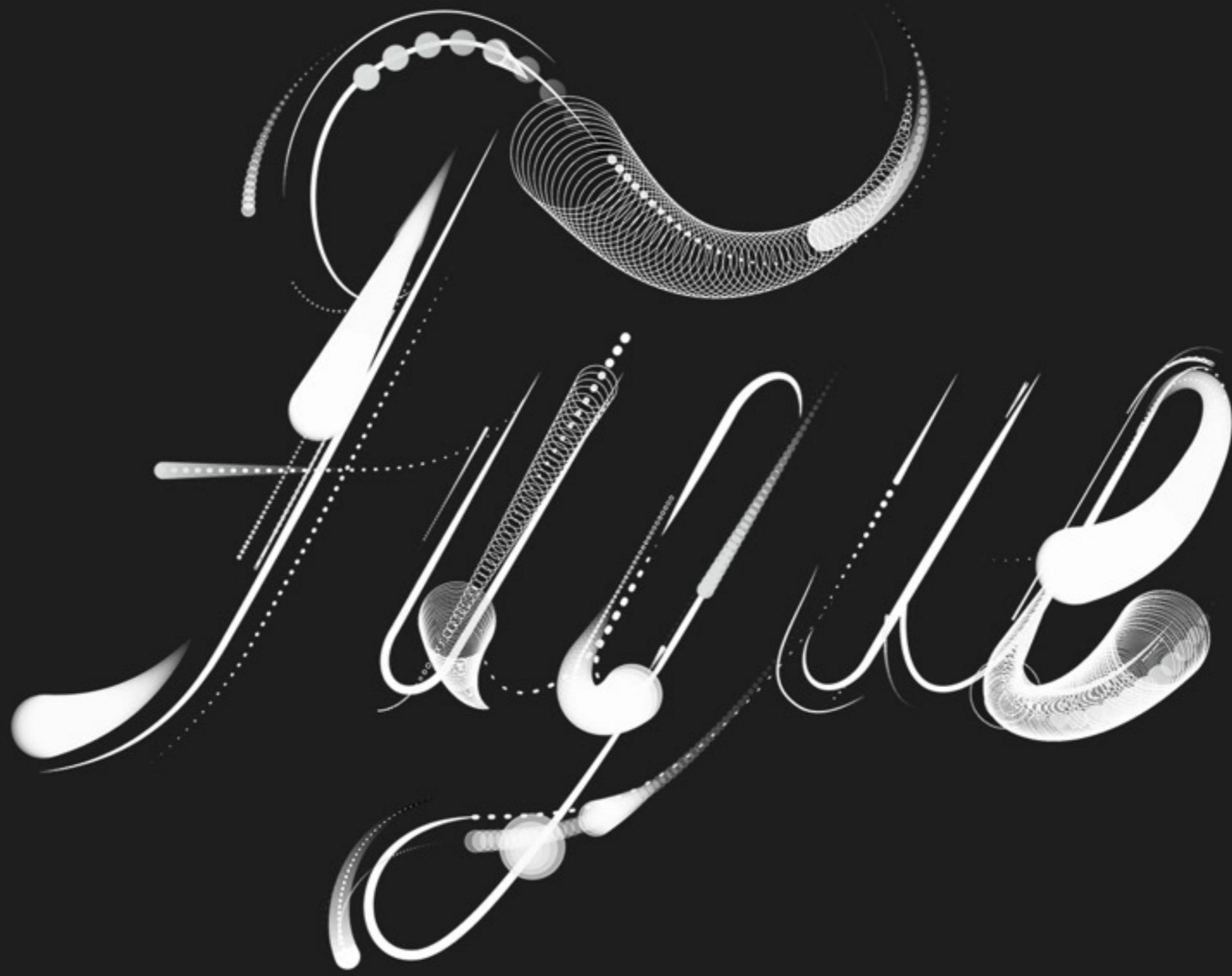
The Bones of What
You Believe

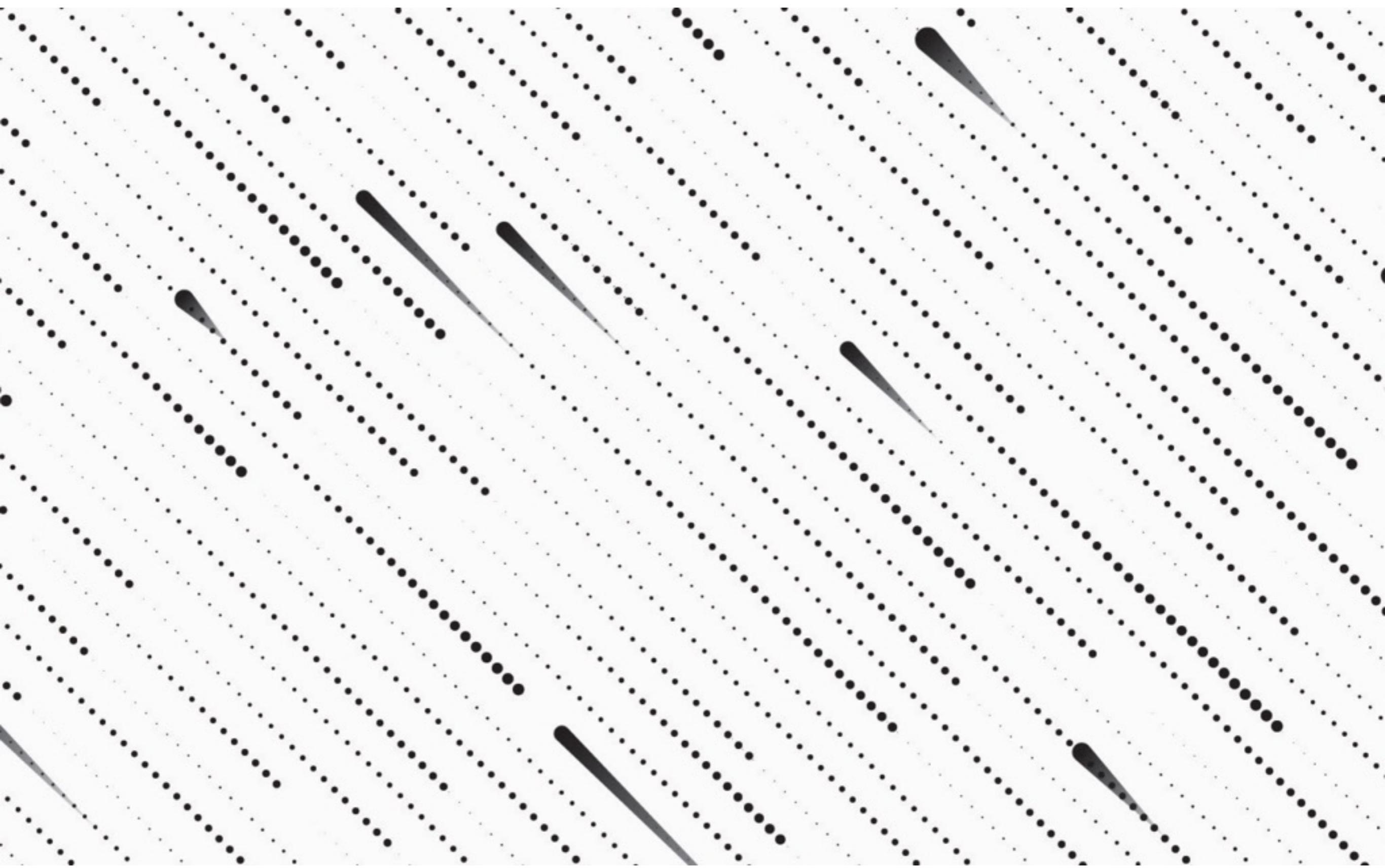
Streaming now
on Spotify





<http://www.sagmeisterwalsh.com/work/project/fugue-identity/>







Fugue

Dan Stelle
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(202) 822 2000

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Fugue

Dear John,

Fugue is a venture-backed software startup developing next-generation solutions for the operations and maintenance of cloud-based infrastructures.

We believe its full potential is unrealized. We're dedicated to bring declarative control, operational efficiency, and intrinsic security to cloud computing.

Developing a solution to bring declarative control, operational efficiency, and intrinsic security to cloud computing, developing a solution to bring declarative control, operational efficiency, and intrinsic security to cloud computing, you might share some of our philosophy on life and computing. I think it's the best way to iterate. To date, the competing world is undergoing the biggest change since the partitioning of. Great changes are occurring in retrospective, great organizations are based on great work.

Please see us online at fugueapp.com and we'll get back to you soon. You can also find us on Twitter and LinkedIn. For more inquiries, please email us at meditation@fugueapp.com.

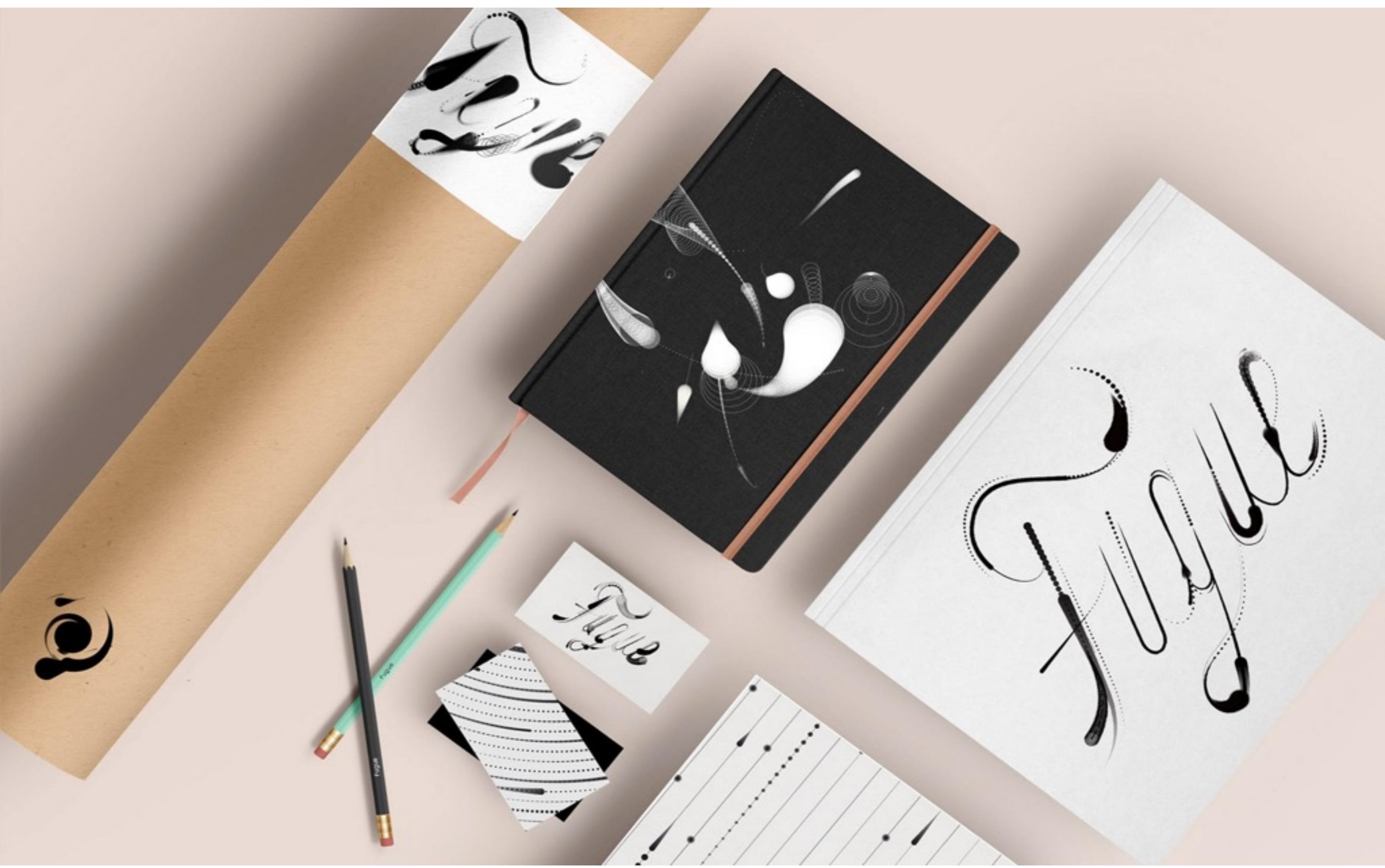
Dan Stelle
Fugue

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(202) 822 2022

Fugue



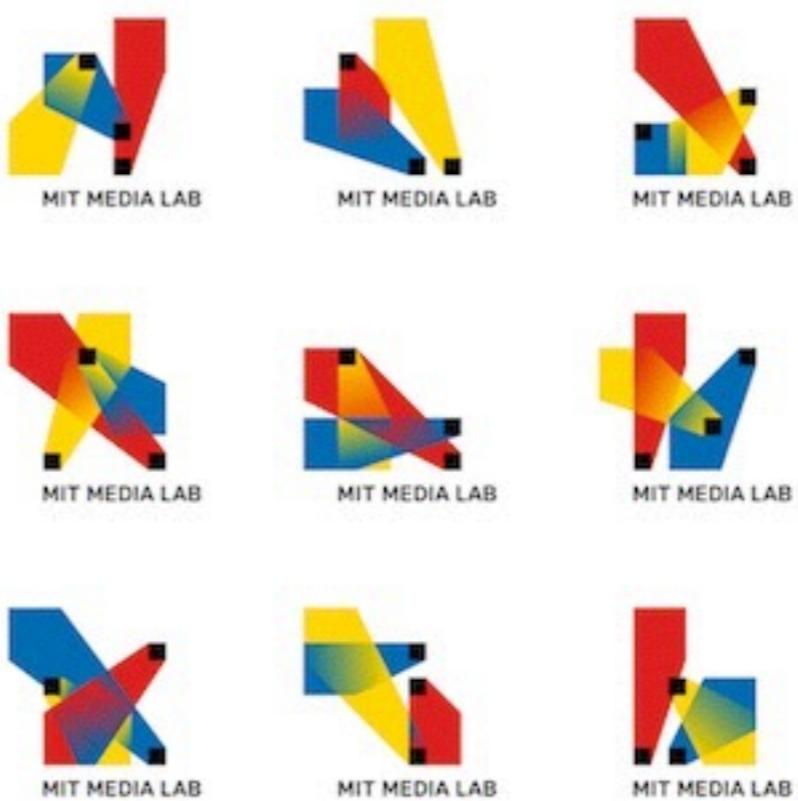








MIT MEDIA LAB





Dear Media Lab Guests,

MIT MEDIA LAB
2011 Annual Meeting
OCTOBER 14-16, 2010

We are so honored to welcome you—our sponsors, alumni, and extended Media Lab family—to a celebration of the Lab's 25th anniversary.

Twice a year we choose one critical area of interest to explore in depth with our sponsors. This fall, that focus is the Lab itself. We invite you to join us as we look back and forward—examining our eclectic history, celebrating our many achievements, and, most importantly, exploring how we will continue to invent a better future.

What better time than our silver anniversary to examine how we will continue to transform people's lives in amazing and positive ways? Our passion to redefine the most basic notion of human capacities remains as fervent as the day we opened our doors. Every year we reinvent ourselves with the most unconventional pairing of disciplines and people through a culture of learning by doing. We will highlight this during the Friday morning program, when we will begin with a 5 x 5 session, where five alumni from five different periods in the Lab's history will reminisce about all the far-out activities that helped define the Lab's unorthodox, creative environment. Then we hear from the Lab's five newest faculty members—all rising stars in their respective fields. In the afternoon, Emmy and Peabody award-winning National Public Radio host John Hockenberry will lead a session that will look at both the Lab's global vision and the individual people who make it happen.

For many of you, this will be your first event in our amazing new complex. We hope that you'll take this opportunity to use your RFID name badge to interact with the Lab's "giant infrastructure" through the many screens throughout the Lab complex, generously donated by Samsung. We also hope that you will participate in our Living History projects, located on the fifth floor, so that you can add your remembrances and images to our rich and evolving archive.

On Friday night we will mark this milestone with a grand party, where we hope you will have a chance to meet new people, catch up with old friends, and enjoy the surprises that we have in store for you.

In closing, I would like to say that every day as I walk into this Lab I am awestruck by the energy, commitment, and brilliance of the faculty and students. The synergy created by our researchers and our amazing sponsors is unique and very special. It provides the catalyst for great things to come.

Thank you all for being here to share this very special time with us.

Sincerely,

Frank Moss
Director, MIT Media Lab
Jerome B. Wiesner Professorship

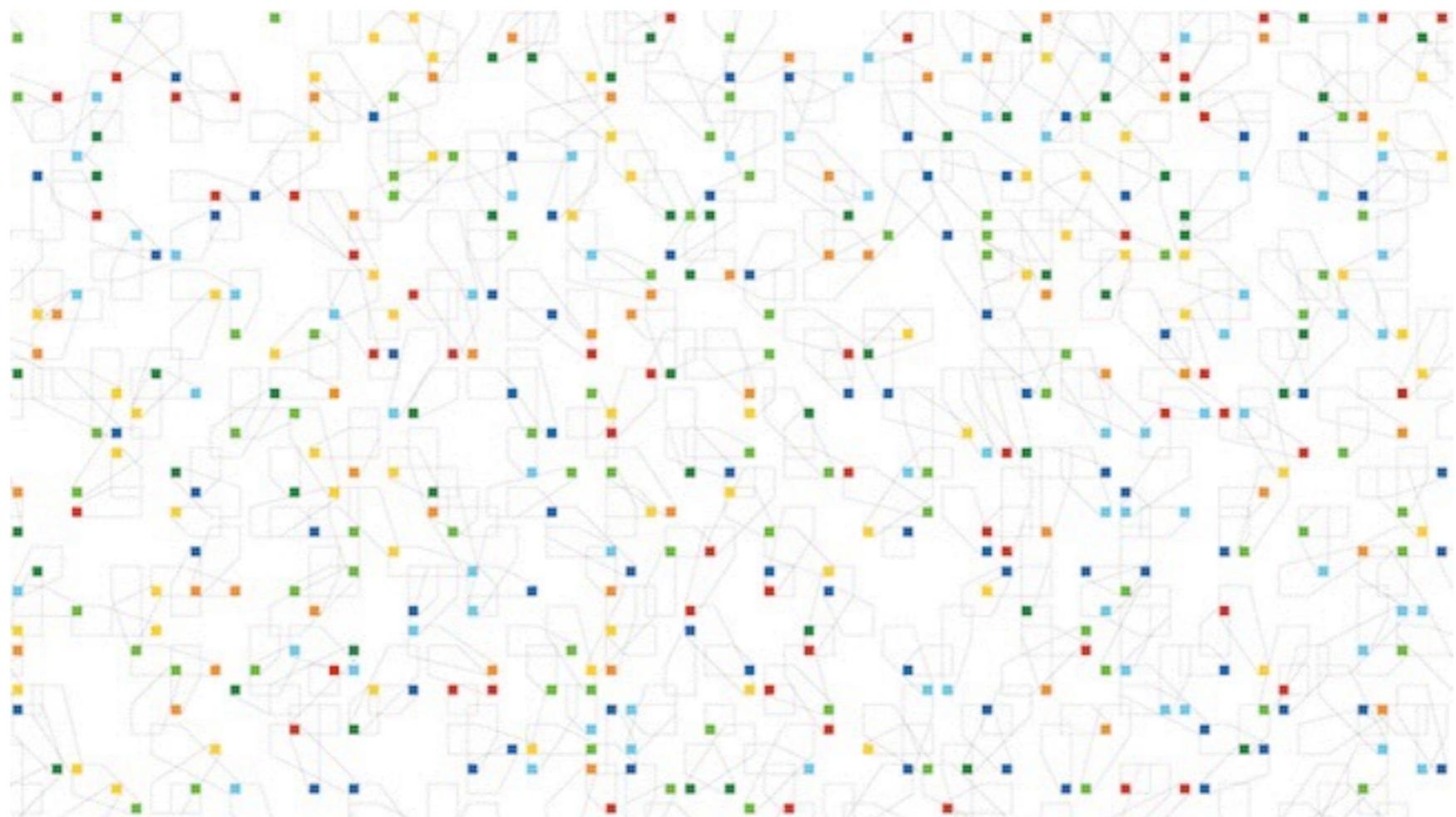
MIT MEDIA LAB
2011 Annual Meeting
OCTOBER 14-16, 2010

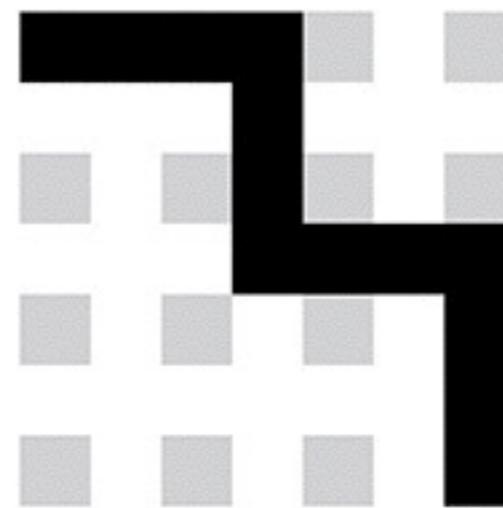
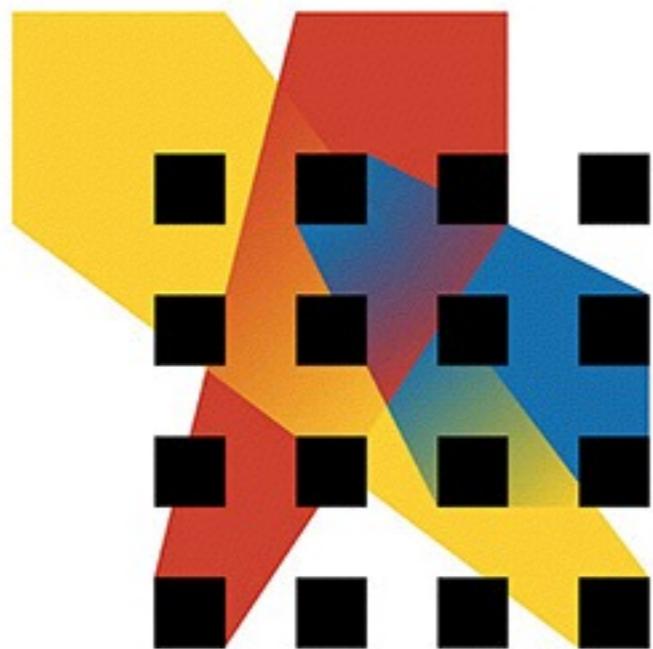
Ellen Hoffstein
Director of Communications
Phone 617.253.0540
hoffstein@mit.edu



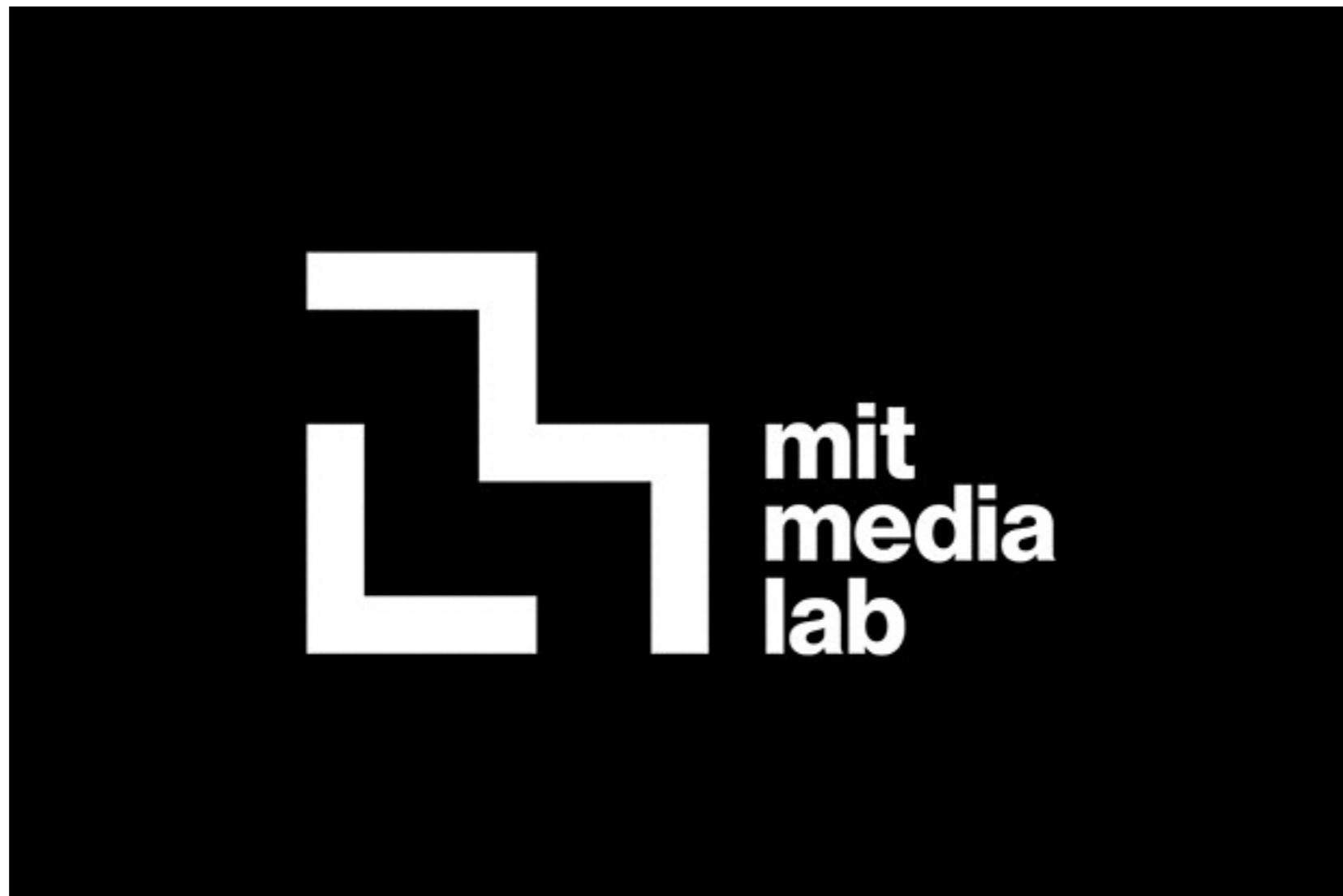
Communications







**mit
media
lab**



<http://new.pentagram.com/2014/10/new-work-mit-media-lab/>



mit
media
lab



affective
computing



biomechatronics



camera
culture



changing
places



civic
media



design
fiction



fluid
interfaces



human
dynamics



lifelong
kindergarten



macro
connections



mediated
matter



molecular
machines



object-based
media



opera of
the future



personal
robots



playful
systems



responsive
environments



social
computing



social
machines



speech +
mobility



synthetic
neurobiology



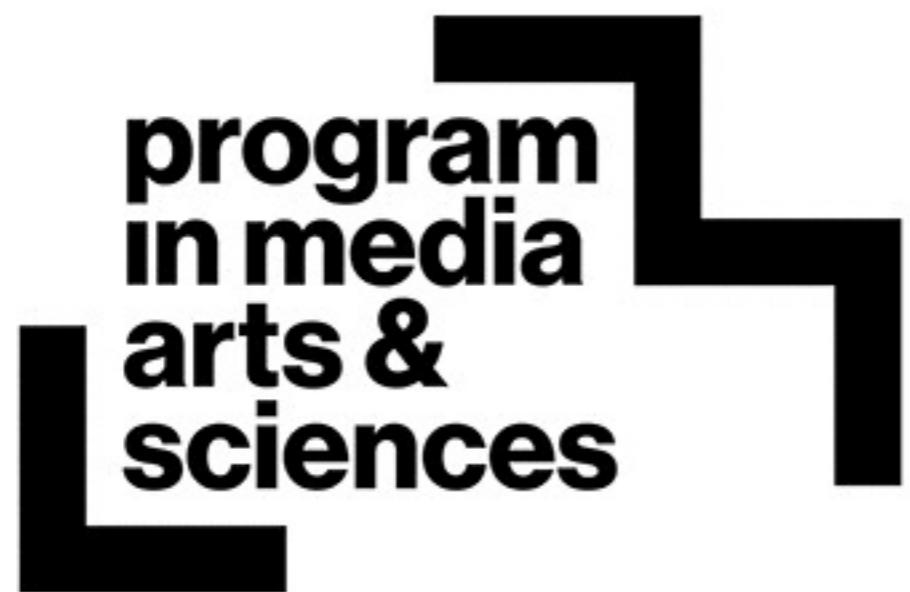
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media



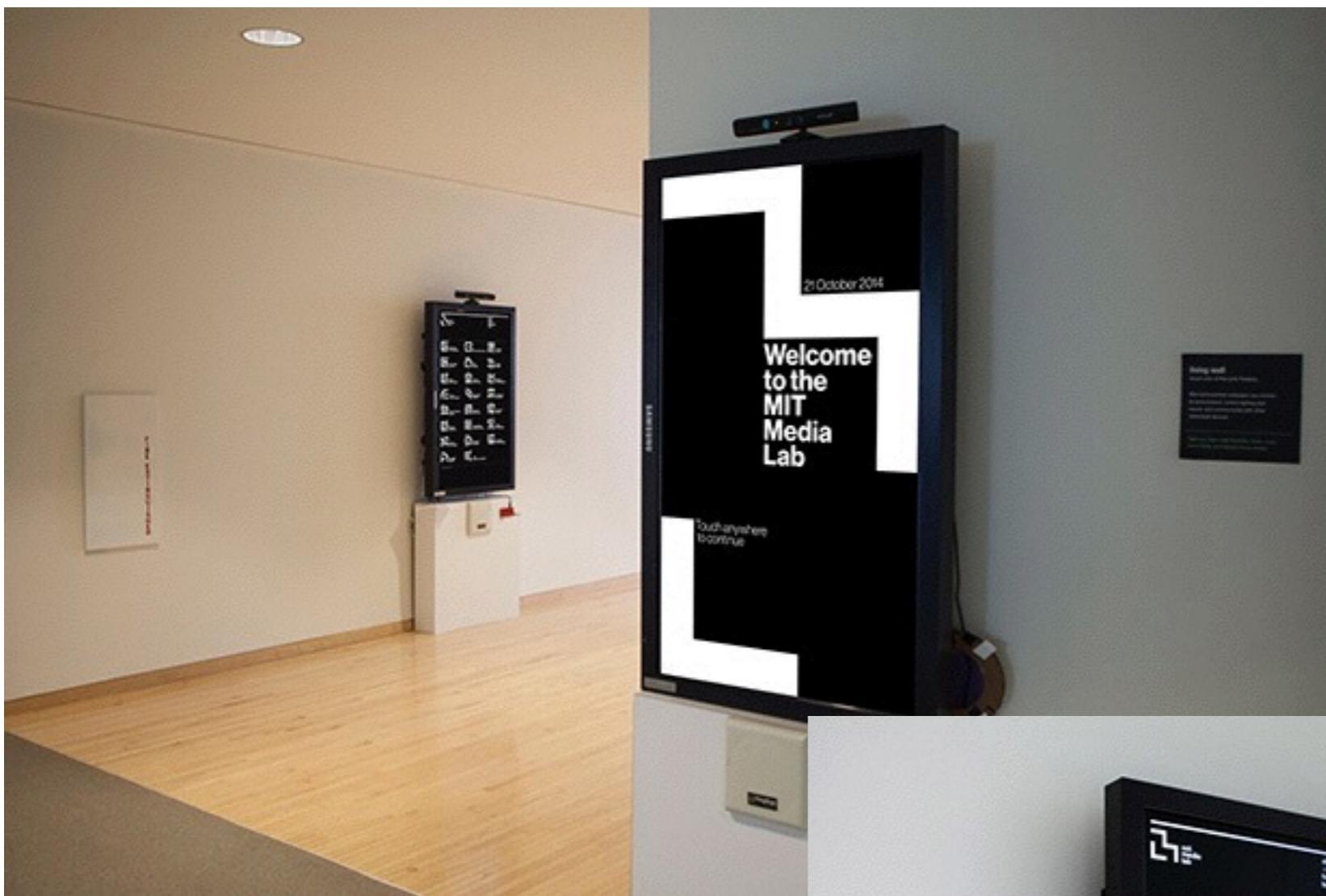
viral
communications

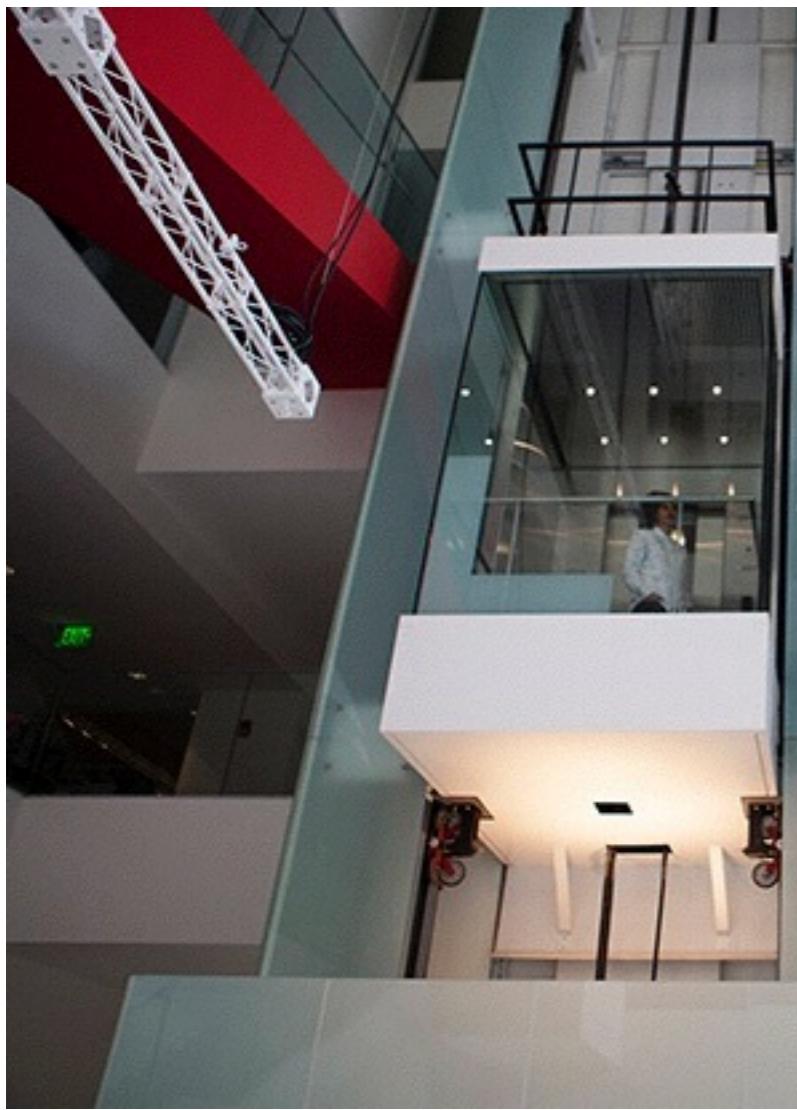
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re-think
food





media.mit.edu

mit media lab

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reThink Food

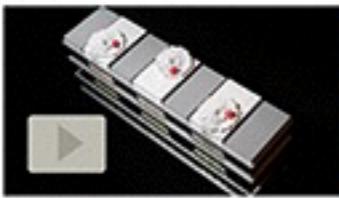
INNOVATION AT THE CENTER OF TECHNOLOGY, BEHAVIOR, DESIGN, AND FOOD
NOVEMBER 7-8, 2014 NAPA VALLEY, CA



Information for:

- Sponsors
- Prospective Students
- Faculty and Staff
- Students
- Alumni

Feature



LabCAST 72: TRANSFORM

TRANSFORM fuses technology and design to celebrate its transformation from a piece of still furniture to a dynamic machine driven by a stream of dots and energy.

[more videos ▾](#)

Highlights

- Partagami's New Identity for the MIT Media Lab
- Merge Two of MIT's Most Recognizable Logos into One Dynamic, Adaptable Design
- eyeMTRA a Finalist in the Nokia Sensing XChallenge
- inFORM Wins FastCo 2014 Innovation By Design Awards
- No More Crying Over Spilled Milk
- I Hear Lucifer: Opera of the Future's New Collaborative Symphony
- How Do You Reinvent Yourself After a Near-Death Experience?
- Are Tablets the Way Out of Child Illiteracy?
- A Look Inside the MIT Media Lab
- Changing Places Group Members Recok 10 Year Impact Award
- Media Lab to Launch Wellness Initiative & Robert Wood Johnson Foundation Grant

Upcoming

- Jun 19 - Oct 31 Exhibit: Three Pioneers
- Oct 28 - Oct 29 Design Driven Innovation
- Oct 30 Media Lab Conversations Series: B. Alan Wallace
- Nov 7 - Nov 8 reThink Food Conference
- Nov 9 - Nov 11 Ed Boyden @ Techonomy 2014

[more events ▾](#)

twitter.com/medialab



MIT Media Lab @medialab

Tweets 6,223 Following 967 Followers 231K Favorites 258 Lists 1

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MIT Media Lab @medialab

News from the MIT Media Lab

Cambridge, Massachusetts

Joined February 2008

133 Photos and videos

#DD2014 kicks off tomorrow with the Innovation Design Hackathon honoring the memory of the Media Lab's Bill Mitchell [bit.ly/2zJw9fG](#)

@BetaBoston recaps the 11 health & med tech innovators vying for \$525K in the Nokia Sensing XChallenge finals [bit.ly/1tK0VNg](#)

Don't miss next week's #MSTasks with @AlanWallace in conversation with @Juli & Venerable Tenzin Priyadarshi on 10/30 [bit.ly/1s86Qh](#)

MIT Media Lab @medialab

Worldwide Trends - Change

#DigiAnnouncement

@maddyKrystleDier

Denarova (@Denarova)@Ananya

RonickLane

@FranceMilanoOTRATDenes

#GreatNeedsOnThePostApexTour

Between Two Terms

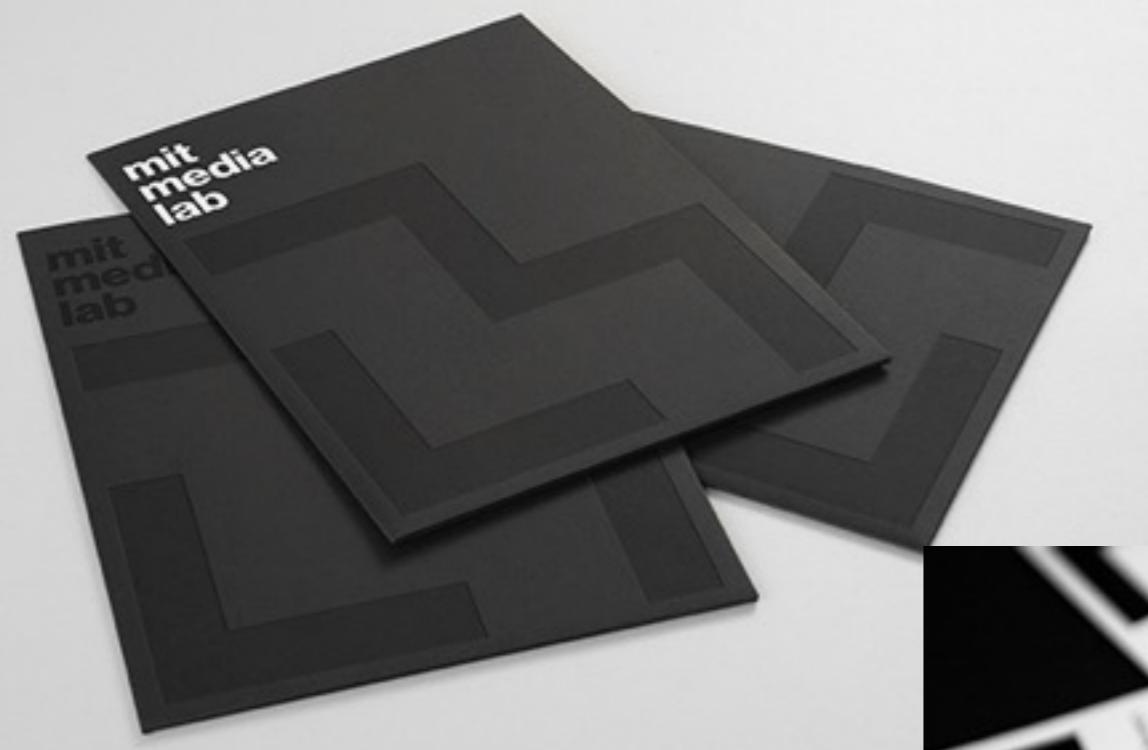
Don't miss any updates from MIT Media Lab

Full name

Email

Password

Sign up for Twitter







naturmuseum
st gallen



naturmuseum
st gallen



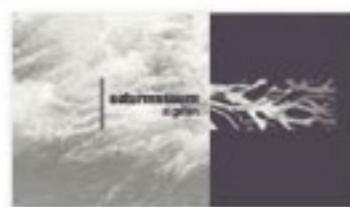
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st gallen



naturmuseum
st gallen



naturmuseum
st gallen





herzlich willkommen

herzlich willkommen

herzlich willkommen

herzlich willkommen

herzlich willkommen

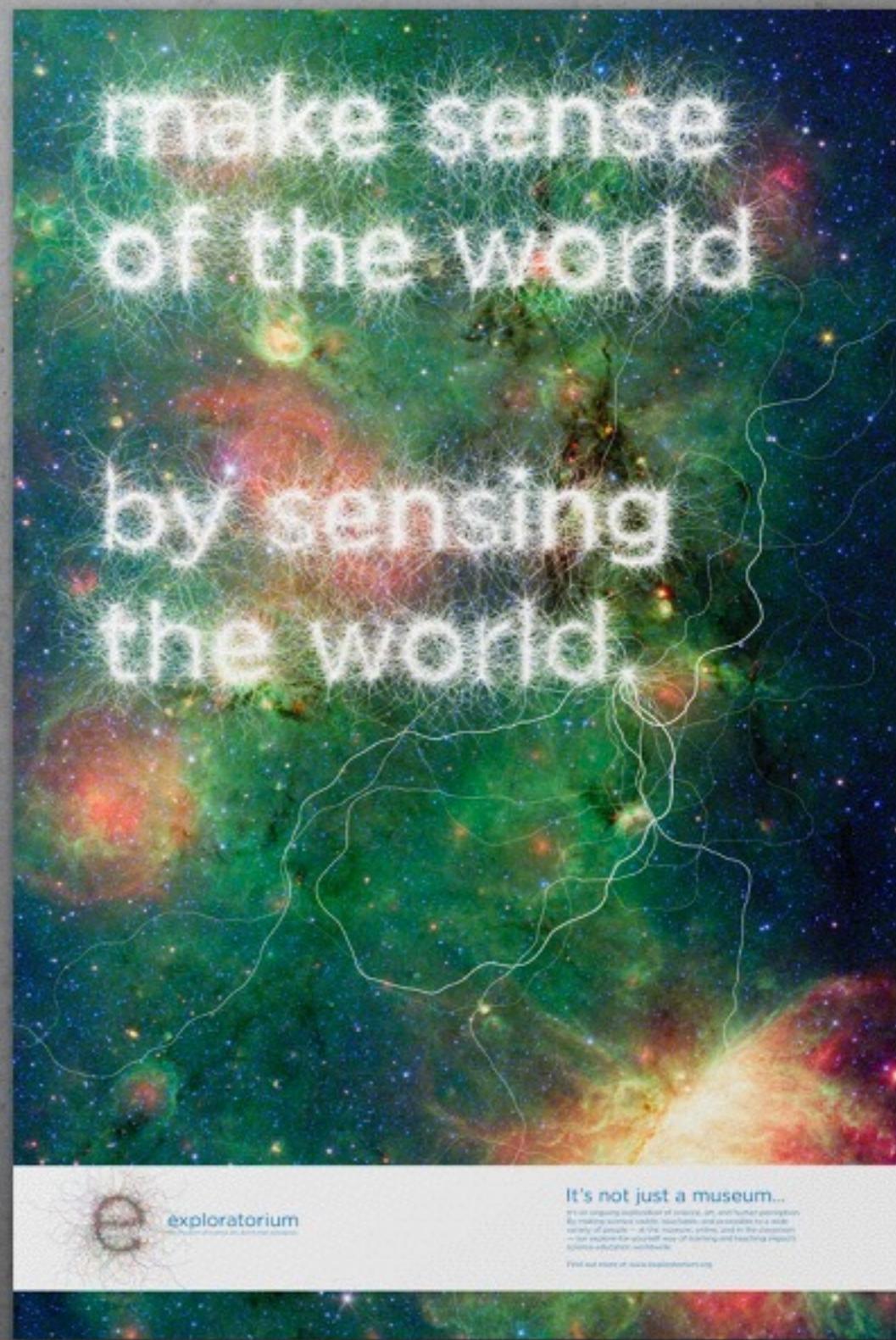
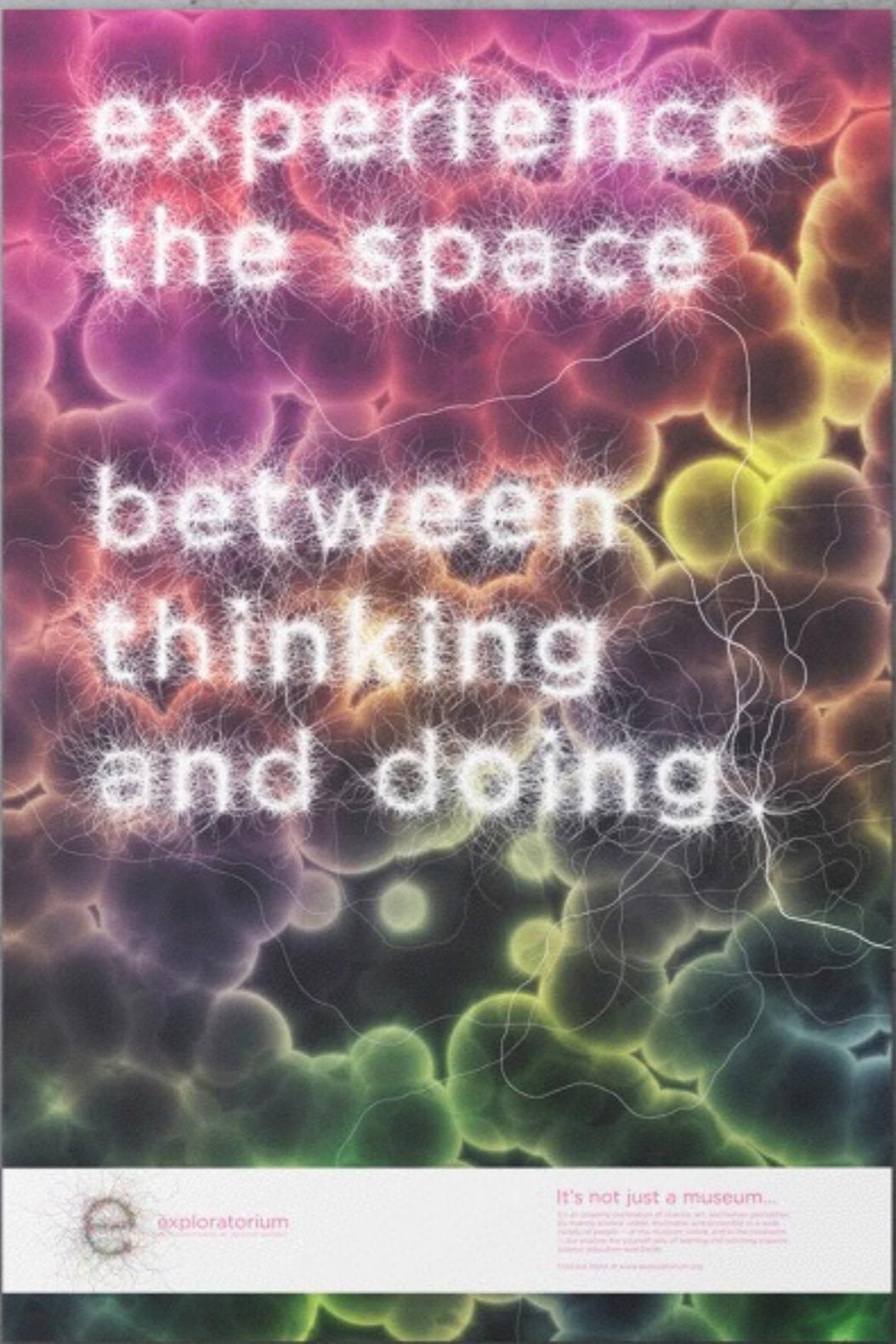






<http://www.paulhoppedesign.com/exploratorium>

good
on it
and
out





Dear Ms. Vontrikis,

You have a strong educators angle (which is underscoped) and I think you have a good grasp of how to succinctly define Transmedia design and say something meaningful about it. I think this is kind of the culture of Transmedia designers needing to tent creators as opposed to spectators.

I think this is kind of what we're trying to do here, to create something meaningful for people to interact with.



pha
se

Place for
Humanities,
Art, Science,
Exploration

<http://www.siyunoh.com/#/phasemuseum/>

Pier 15
San Francisco
CA 94111
www.phase.edu



—
at the
phase



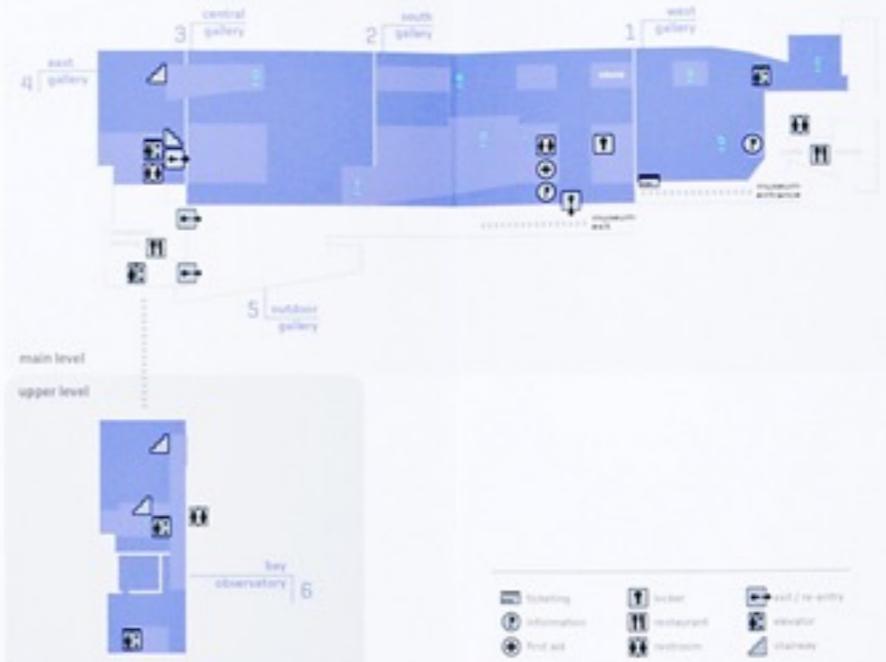
exp

Phase is a twenty-first-century learning laboratory, an eye-opening, always-changing, playful place to explore and tinker. For more than forty years, the Phase built creative, thought-provoking exhibits that ignite curiosity, encourage exploration, and lead to profound learning.

phase
Place for
Humanities,
Art, Science,
Exploration

map

The arts are a fundamental method of discovery at the Phe. We engage artists in every facet of our work to inspire curiosity and to further an interdisciplinary approach to seeing and understanding the world.



welcome!

The Phe is a twenty-first-century learning laboratory, an ever-opening, always-changing, playful place to explore and train. For more than forty years we've built creative thought-provoking exhibits, tools, programs, and experiences that guide visitors, encourage exploration, and enable profound learning.

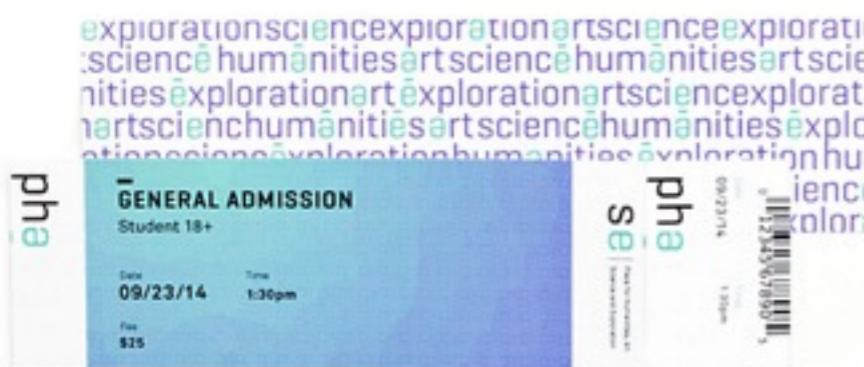
humanities
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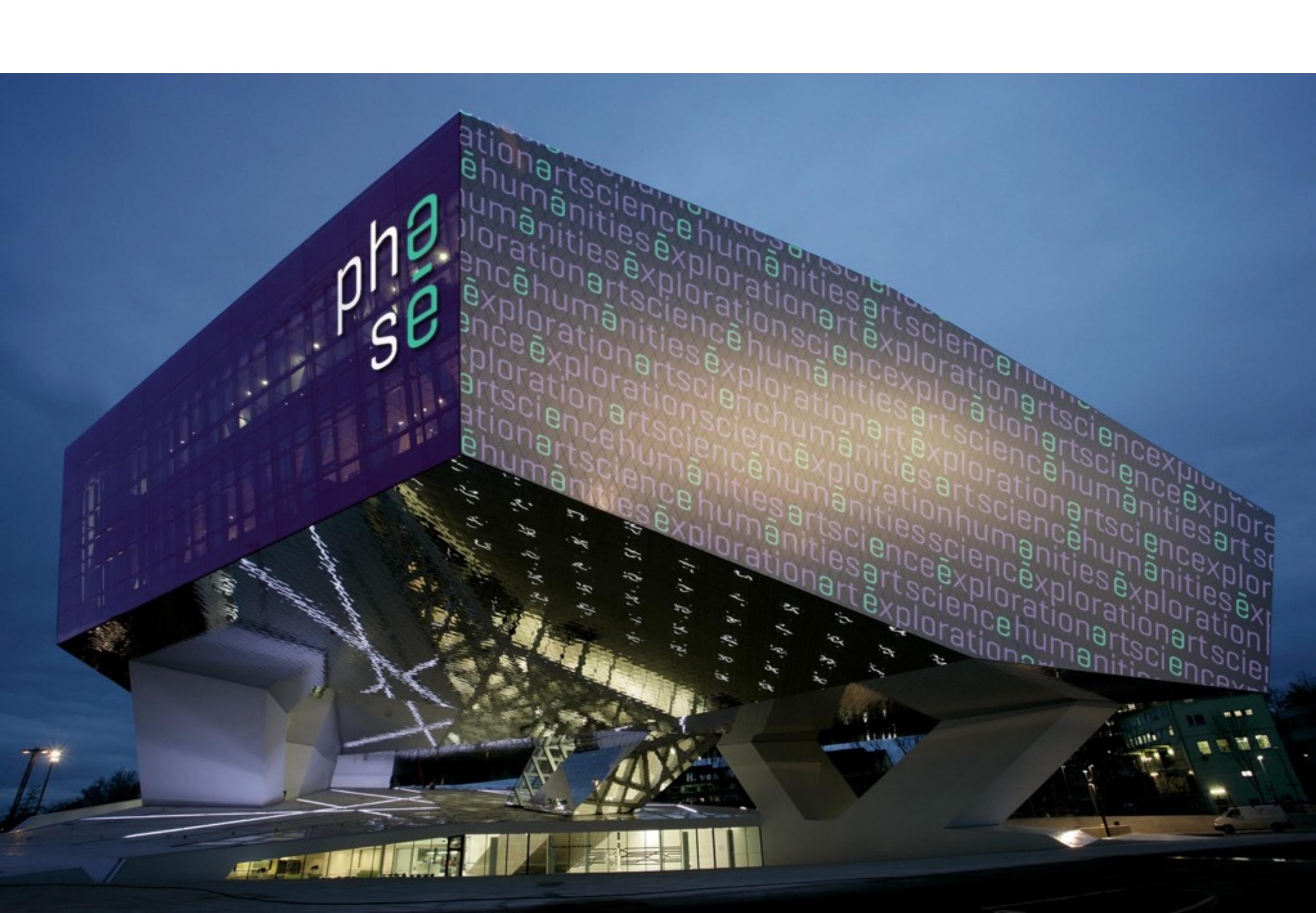
gallery

1. west gallery (lower)
visual perception
2. south gallery
visual communication
3. central gallery (decentral)
seeing & listening
4. east gallery
taste & smell
5. outdoor gallery
smell, taste, sound
6. key observatory (higher)
environmental perception



2014







Place for
Humanities,
Art, Science,
Exploration

14 December 2013

Brad Bartlett
950 S. Raymond Ave.
Pasadena, CA 91105

Dear Mr. Bartlett

T 415 528 4444
E richardb@gmail.com
W www.phase.edu

From working with biologist Donald Kennedy (who later became president of Stanford) to develop ten unique neurobiology exhibits in the early 1970s to presenting images of the 1974 Jupiter Flyby to the public at the same time they were available to NASA itself, the Exploratorium has partnered with science researchers and organizations since its very beginning.

With the advent of the World Wide Web (and the Exploratorium was among the first six hundred organizations to create a website), the idea of taking our visitors on virtual field trips to research laboratories and field locations seemed like a natural extension of this collaborative practice. We wanted to make it possible for our audiences to share the excitement and wonder of scientific discovery in action – with our staff scientists helping to provide context and explaining complex scientific ideas. A substantial number of amazing collaborations, both large and small, have resulted from this idea, and we've been given incredible access to scientists and labs throughout the world. The following examples show the diversity of these collaborations.

Best regards,

Richard D. Brown
Senior Neuroscientist

ionscienceexplorationar
humānitiesartscienceēt
olorationartexploration
ichumānitiēsartscienc
encēxplorationhumanit
éhumānitiesssciencēxp
iesartscienceēxnlorati



RICHARD D. BROWN
senior neuroscientist

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