

# 1

## ABSTRACT

Circles	14
<i>Transport for London</i>	20
<i>CND (Campaign for Nuclear Disarmament)</i>	30
Squares and Rectangles	32
<i>Deutsche Bank</i>	34
Triangles	42
<i>MOT</i>	42
<i>Paul Forrer AG</i>	48
Polygons	50
Ovals and Ovoids	52
Geometric Combinations	53
Rhombi	58
Cubes and 3-D Forms	60
<i>BAM (Royal BAM Group nv)</i>	60
<i>The Cooper Union</i>	68
<i>Museum für Gegenwartskunst Siegen</i>	72
Stripes	74
Plaid, Woven and Chequered	
Motifs	78
Chevrons	84
Diamonds	86
Wavy Lines, Ribbons and Zigzags	88
Dots	90
Rings and Roundels	94
Loops, Knots and Guilloche	96
Curves, Crescents and Arcs	98
<i>Continental Airlines</i>	100
<i>Nike</i>	106
Radiating (Circular)	108
<i>Munich Olympics 1972</i>	112
Concentric (Circular)	114
Rotary (Circular)	118
Amorphous	124
Crosses	126
Arrows	132
<i>Swiss Federal Railway (SBB CFF FFS)</i>	132
<i>British Rail</i>	138
Speech Bubbles and Punctuation	142

# 2

## REPRESENTATIONAL

Water, Liquid and Waves	148	Sports	290
Snowflakes	150	Music, Craft, Art and Fashion	292
Fire and Flames	152	Food and Drink	294
Flowers	154	Books and Paper	296
Plants and Leaves	162	Hearts	300
<i>RACE (Research for an Alternative and Clean Energy)</i>	162	Crowns	304
Trees	172	<i>KLM</i>	304
Fruits and Vegetables	176	Heraldry, Shields and Flags	308
<i>Apple</i>	178	Locks and Keys	312
Domesticated Animals	180		
Wild Animals	186	Client index	315
<i>WWF</i>	186	Designer index	323
<i>The New York Public Library</i>	194	Sector index	327
Birds	198	Picture credits	335
<i>Sprint</i>	200	Acknowledgements	336
<i>Penguin</i>	206		
<i>BOAC (British Overseas Airways Corporation)</i>	212		
Fish and Other Marine Animals	214		
<i>Shell</i>	218		
Insects	220		
Extinct and Mythical Creatures	224		
Landscapes	226		
Stars	230		
The Sun	236		
Planets, Globes and Moons	238		
<i>Pan Am</i>	238		
Figures	244		
Faces	250		
Eyes	254		
<i>CBS (Columbia Broadcasting System)</i>	254		
Hands and Feet	262		
Architecture	266		
<i>Nouveau Théâtre de Montreuil</i>	268		
<i>Centre Georges Pompidou</i>	274		
Transport	278		
Tools, Machinery and Appliances	282		
Everyday Objects	284		