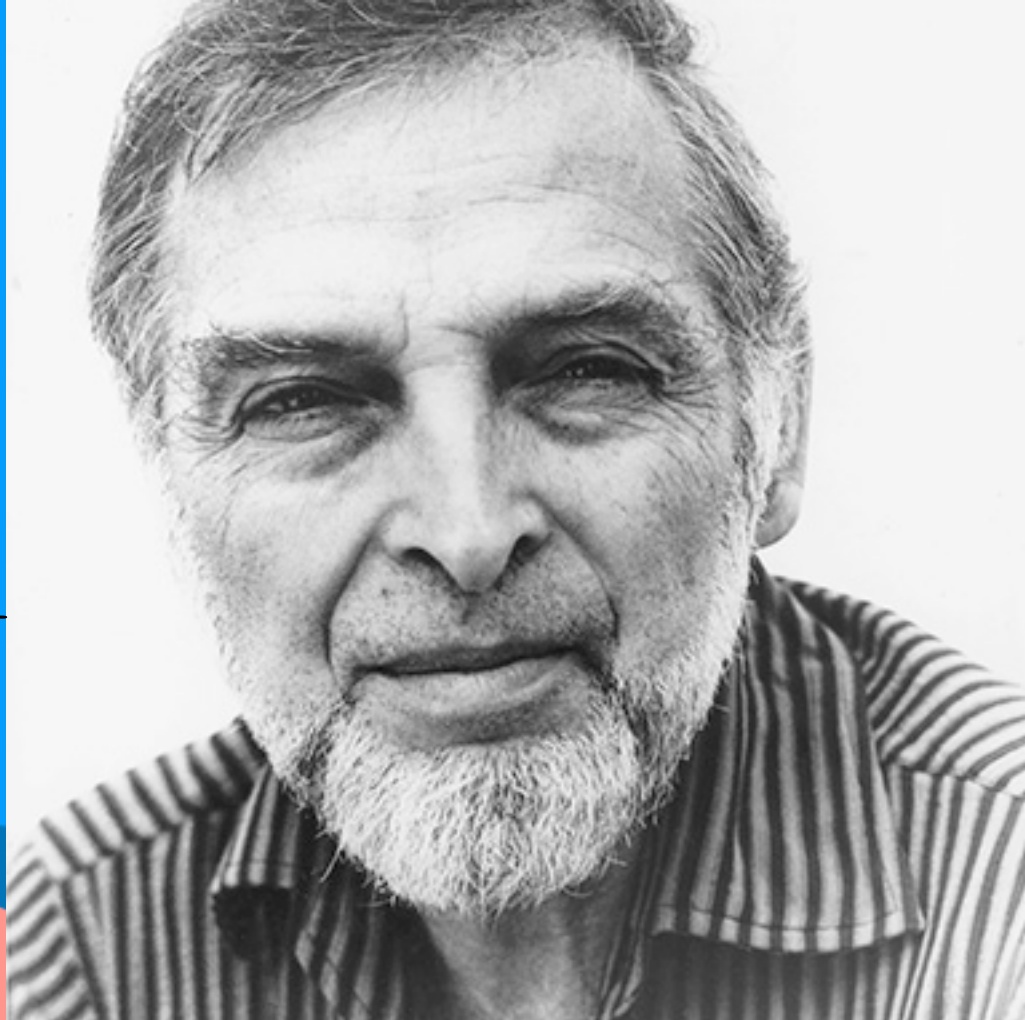


# Herb Lubalin



**Bold**  
*Bright*  
**Balanced**

## At the glance:

Graduate of Copper Union in 1939.  
Sudler & Hennessey 1945-1964  
Herb Lubalin, Inc 1964-1981  
International Typeface Corporation and  
U&lc (Upper & lower case) 1970-1981

*HERB*  
*LUBALIN*  
*INC.*  
*223 E. 31 ST.*  
*NEW YORK*  
*10016*  
*OR 9.2636.7*

## Representations:

Designs for a variety of clients over his career shows that Lubalin had an eye for bold and statement pieces in publications. Such as his redesign of the masthead of "The Saturday Evening Post" that made Post splash across the page with The Saturday Evening centered within the O. The use of text within pictures to convey portions of the story crosses between surreal and avant garde. Examples of this can be found in "Avant Garde" and "Facts" magazine, both of which have been digitally archived. They are a time capsule of the art and style of the times they were published.

His design for the Public Broadcasting Service logo has maintained a presence for decades. The text portion used a Lubalin at font until 2002. The head representing a P, nicknamed "P-Head," while flipped horizontally has maintained a presence to today. This logo without the lower text was used by PBS Digital Studios until 2019 and can still be seen in streamed historic presentations.

Many of Lubalin's designs include a stack or block of words to anchor a graphic. The logo for the World Trade Center had the location text added to have the stack balance the graphic versus the shorter name when arranged vertically.

## Lasting Impacts:

Lubalin was a founding member of the International Typeface Corporation, now part of Monotype Imaging. In the world of AI generative design Artvy.ai has a setting inspired by Lubalin's bold designs and compositions

