

Young



# Master of Dangerous Curves

Special 3rd Wednesday Event 20 February 2008 6:30 pm  
CCAD Canzani Center [www.cscarts.org](http://www.cscarts.org)

CSC



Young Baroque  
Doyald Young  
ITC, 1992

doyald young

For five decades, Doyald Young has specialized in the design of logotypes, corporate alphabets, and typefaces.

He is a graphic designer, typographer, teacher, lecturer, and self-published author of *Logotypes & Letterforms*, *Fonts & Logos*, and *The Art of the Letter*, an extravagantly printed and engraved book about his work published by SMART Papers. His next book, *Dangerous Curves*, is due out soon.

Young has designed enduring logotypes and trademarks for corporations and academic institutions alike, including Mattel Toys, Max Factor, Vidal Sassoon, California Institute of Technology, University of California at Los Angeles, and The Music Center of Los Angeles County.

Recently he completed the redesign of Prudential Insurance Company of America's company name and corporate font. With Don Bartels, Young designed the GE Logo Font for General Electric Company's corporate identity program.

His entertainment work has been for clients ranging from Harry Connick Jr. and k.d. lang to the The Annual Academy of Country Music Awards, The Golden Globe Awards, and The Tony Awards. He also created the Art Directors Guild logo.

Young currently teaches lettering and logo design at Art Center College of Design, where he taught lettering, logo design, and typographic basics from 1955 to 1978, then again from 1998. In 2001 Art Center College of Design named him Inaugural Master of the School for teaching and his contribution to the field of art and design.

“The bible, the map, and the **Rosetta Stone** for the twenty-first century.”

*Critique,*  
on Doyald Young's *Fonts & Logos*

CSCA

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Homerun  
Doyald Young  
2003

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Doyald Young

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# Doyald Young

Special 3rd Wednesday Event  
20 February 2008  
6:30 pm Social Hour 7:30 Lecture  
CCAD Canzani Center

Student members \$0  
Student non-members \$5  
Members \$5  
Non-members \$15

“The book is a **design tour de force**, an advanced course by a **master.**”

Byron Ferris, *Communications Arts*,  
on Doyald Young's *Logotypes & Letterforms*

“Young's logos are constructed. They are mature and conservative solutions, many are refined and delicate, gutsy and mass-market, friendly, austere or flashy, exuberant, aggressive or playful.”

So wrote Byron Ferris of *Communication Arts*, describing the work of our next speaker, iconic typographer Doyald Young.

In an era where it's all too easy to default to familiar system fonts with a mouseclick, Young is known for his career-long passion for handlettered logotypes. He is considered as a compassionate perfectionist, a meticulous draftsman, and a master of sensuous curves.

Join CSCA as we welcome Doyald Young to CCAD's Canzani Center for a very special visit. In a visual presentation and discussion, Young will share his passion for typography.

