

I i

Commissioned in 1912 for a new periodical called *The Imprint* and described as "a modified old style with a Caslon motif", **Imprint** was the first typeface designed specifically for mechanical composition. The magazine was short lived but the typeface remained popular, with many variants, including this **bold shadow** version, being added to the family over the years.

IBM

I is for... **IBM**. Founded in 1896, IBM is considered the second most valuable global brand (after Coca-Cola). Under the inspired leadership of Thomas Watson the company developed a philosophy summarised by the motto 'THINK'. Five Nobel Prizes have been awarded to IBM scientists over the years, and its chess-playing computer program *Deep Blue* defeated world champion Garry Kasparov



in 1977. Having designed the familiar corporate logo in 1967, Paul Rand later devised this charming *rebus* version for light hearted internal use.



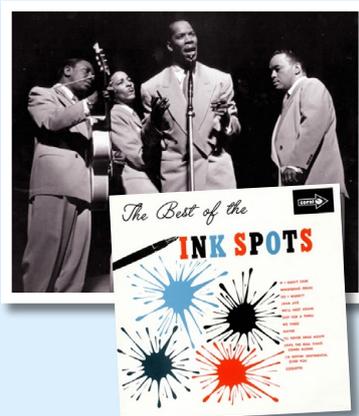
After a month-long bloodbath US Marines captured the heavily fortified Japanese island of **Iwo Jima** in March 1945. Photographer Jon Rosenthal's iconic picture *The raising of the flag on Iwo Jima* symbolised the struggle. Two of the island's defenders, Yamakage Kufuku and Matsudo Linsoki, refused to accept defeat, remaining at large until their final surrender in 1951.



Spanning 100 feet at 60 feet above the water level, the bridge across the River Severn at **Ironbridge** in Shropshire, opened on New Year's Day 1781, was the world's first cast iron arch bridge. With no precedent for the design, construction was based on traditional carpentry experience – the 800 individual castings of 12 basic components were fastened together using familiar wood-working techniques such as mortise and tenon and dovetail joints rather than welds, nuts and bolts or rivets.



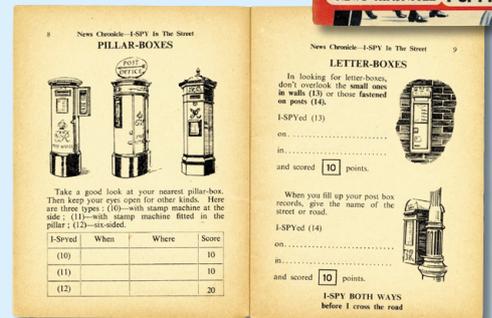
The first generation **iMac**, designed by **Jonathan Ive**, returned to the all-in-one concept of the original Macintosh of 1984. When launched in 1998, Apple declared that "the back [of the iMac] looks better than the front of anyone else's". The current iMac places all components within a thickened casing behind the display screen. Launched by Apple in 2007, the **iPhone** has a user interface built around its multi-touch screen, using a virtual keyboard rather than a physical one. More than 200,000 third-party apps are now available.



Founded in 1934, the **Inkspots** developed a saccharine doo-wop vocal style with hits such as *Prisoner of Love* and *Whispering Grass*. A constantly changing personnel involving dozens of members over three decades dictated an inevitably anonymous cover design for their greatest hits album...



Although he considered himself to be a history painter in the tradition of Poussin and David, **Jean Auguste Dominique Ingres** is now best remembered for portraits such as *Napoleon on his Imperial Throne*. Born in 1780, his neoclassicism contrasted with the expressive approach of his great rival Delacroix. Ingres's passion for playing the violin gave the French language a colloquialism: *violon d'Ingres* – an additional skill to the one by which a person is mainly known. The American avant-garde artist Man Ray used the phrase as the title of his famous 1926 photograph.



Invented by Charles Warrell – who lived to the age of 106 – **I-SPY Books** sold in vast numbers in the 1950s and 60s. Each book covered a topic such as I-SPY Cars, I-SPY on the Pavement, I-SPY Churches, etc. As children spotted objects such as coalhose covers, oak trees, thatched roofs, fire engines, sheep-dogs and so on, they scored points by recording the event in the relevant book. Once the book was complete it could be sent to **Big Chief I-SPY** at the *News Chronicle* to earn a badge and certificate.



One of America's biggest selling car models of the late 50s, the **Chevrolet Impala** set a new trend with its horizontal tail fins and teardrop rear lights.

