CORPORATE LOGO DESIGNER JOSEPH SELAME PASSES AWAY AT 86

Can you picture the logos for Kodak, CVS, and Goodwill Industries? If, like most of America, these companies' logos stick out in your mind, they've done their job, and so has Joseph Selame, corporate logo designer, who passed away on March 29 at the age of 86, after suffering from dementia for the last several years. Selame created the above well-known corporate logos and dozens more, but in addition to that, he was in charge of total brand integration, which includes everything from giving companies names to making sure their visual character is kept up. He also taught graphic design for more than 15 years at three different universities. He founded a company called Selame Design in 1960 with Elinor, his wife, who was in charge of marketing and communications for the company. His wife passed away in 2008 at the age of 77. The firm changed its name to BrandEquity in 1995 to show how it had broadened its branding reach.