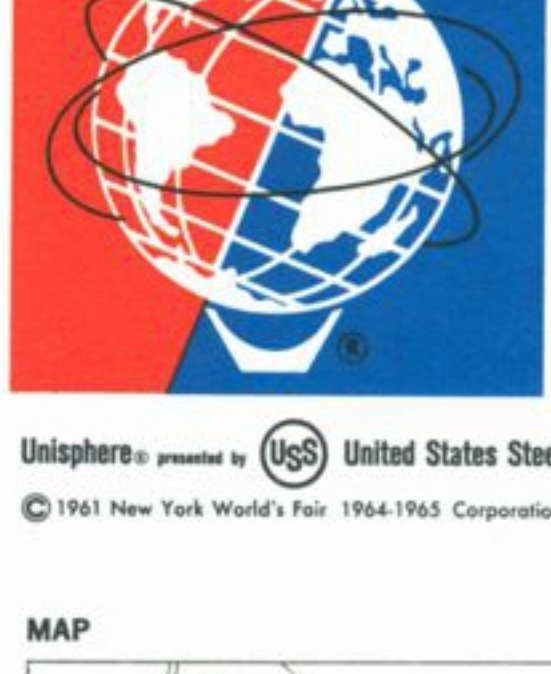


# GRAPHIC STANDARDS MANUAL

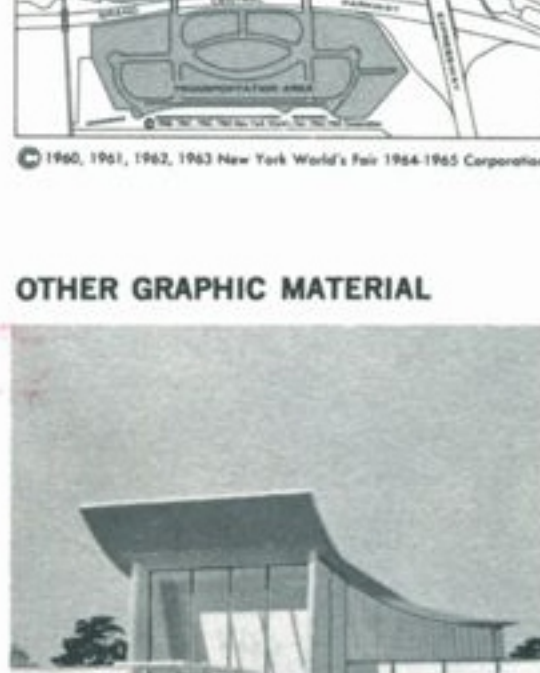
NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

## SYMBOL



Unisphere® presented by UGS United States Steel  
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## MAP



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## OTHER GRAPHIC MATERIAL



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The theme of the New York World's Fair 1964-1965 is "Peace Through Understanding." It is symbolized by the Unisphere®, a stainless steel scale model of the world, 140 feet high, surrounded by a 310-foot reflecting pool. Land masses are supported by an open grid framework of latitudes and longitudes. Three orbit rings suspended from the structure by virtually invisible stainless steel wires pay tribute to man's probing of outer space. The Unisphere®, presented to the New York World's Fair 1964-1965 Corporation by the United States Steel Corporation, will become a permanent feature of Flushing Meadow Park after the Fair.

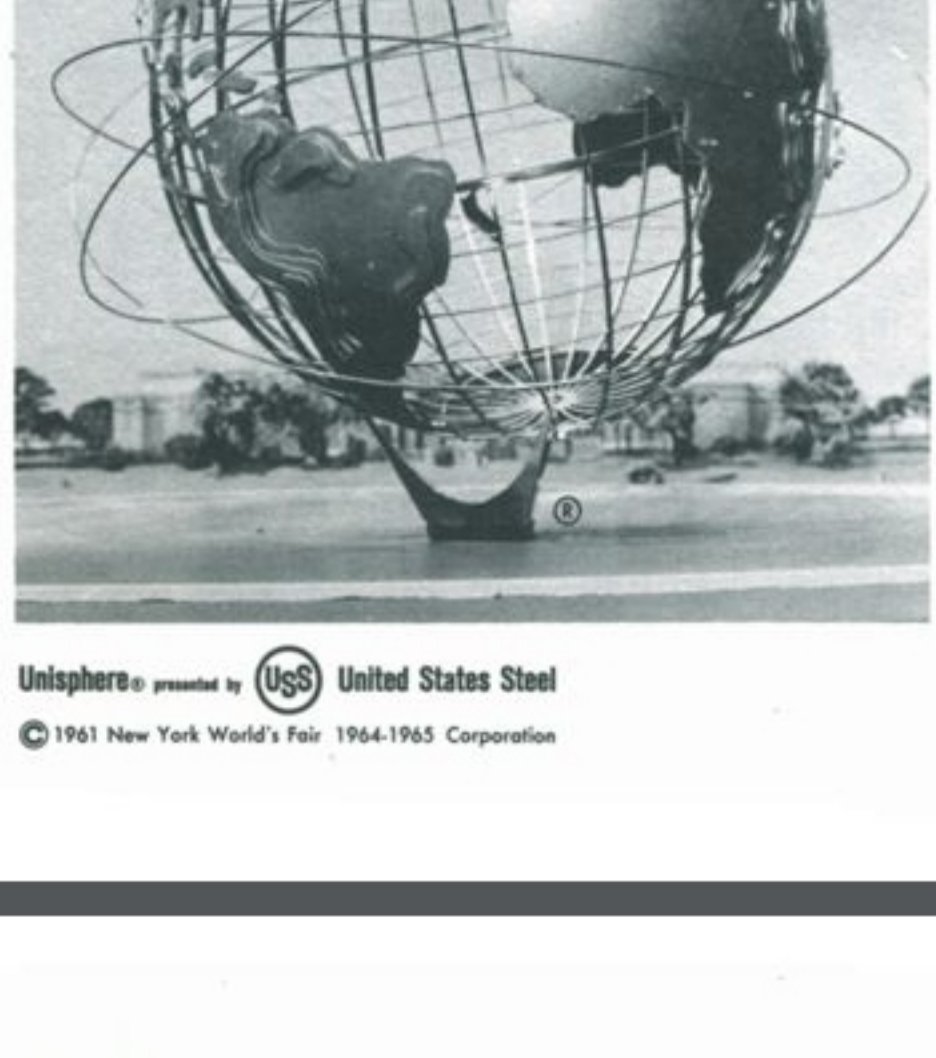
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## RENDERING OF UNISPHERE®

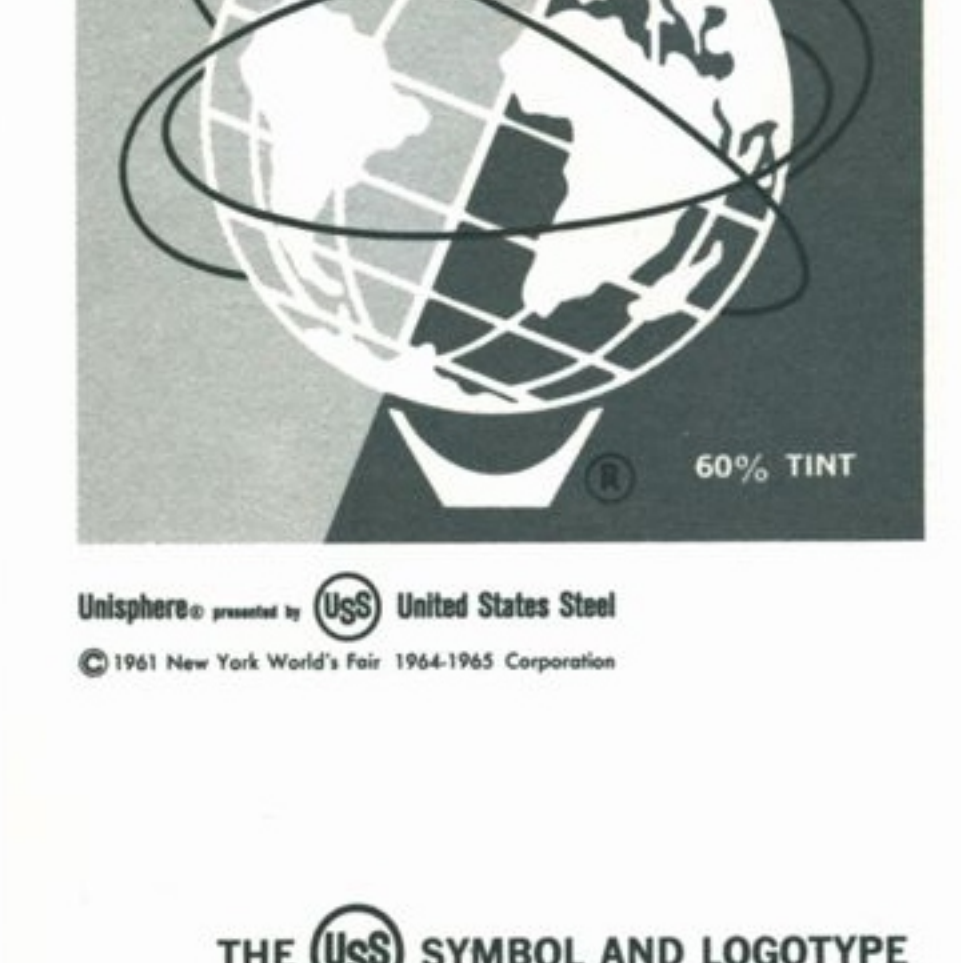


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## PHOTO OF UNISPHERE®



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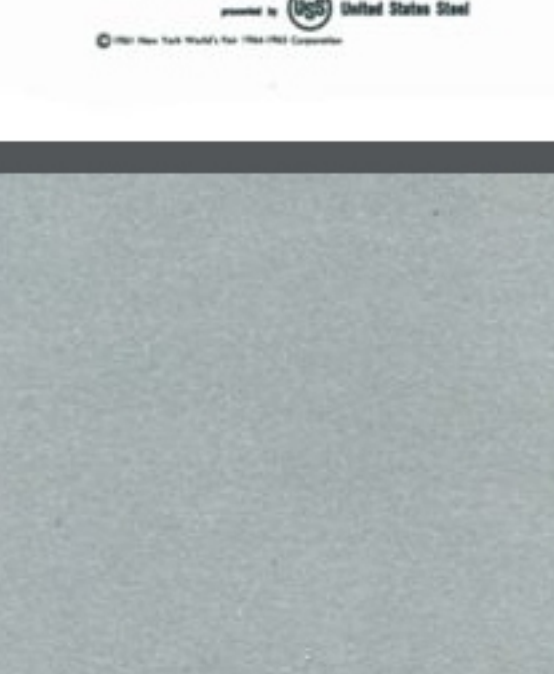
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## THE UGS SYMBOL AND LOGOTYPE

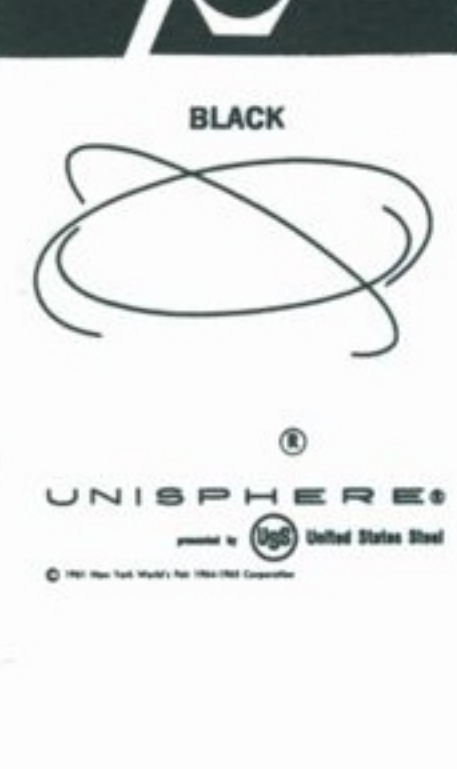
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Also available is a glossy reproduction of line drawing at left.

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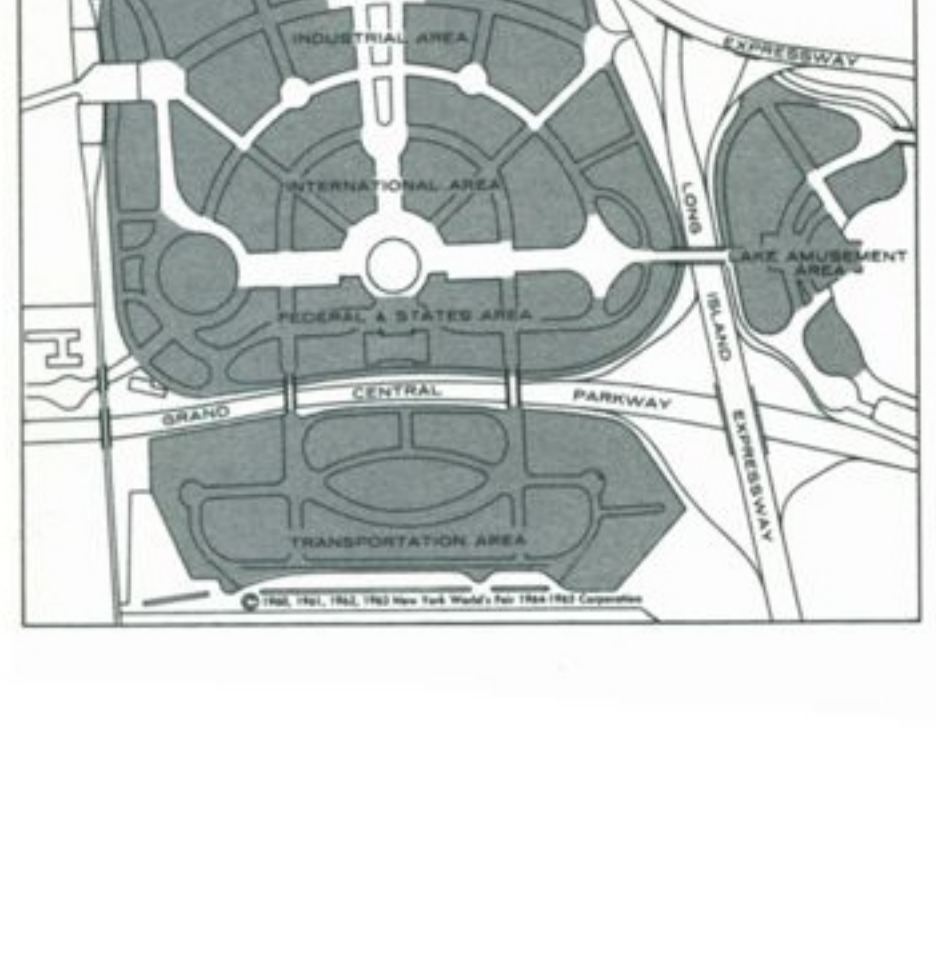
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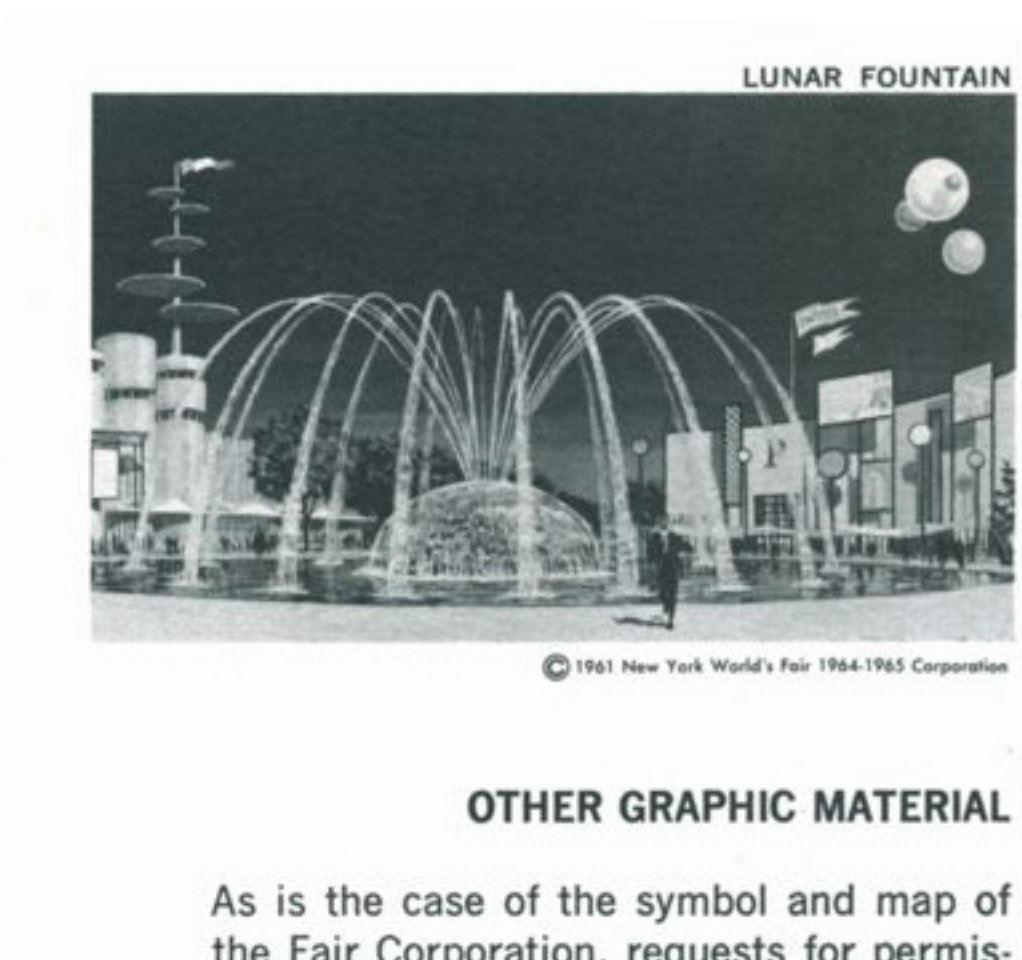
COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT  
NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

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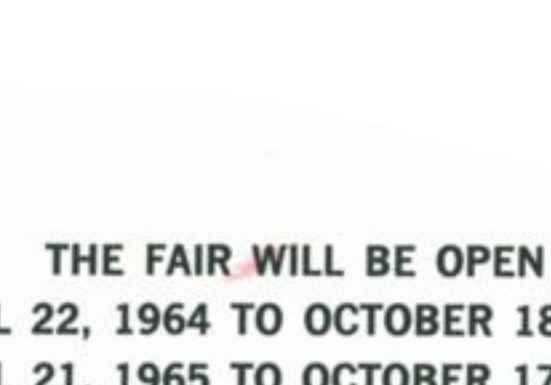
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THE FAIR WILL BE OPEN  
APRIL 22, 1964 TO OCTOBER 18, 1964  
APRIL 21, 1965 TO OCTOBER 17, 1965

COME TO THE FAIR!