



Tak Miyagishima, one of the original Panavision employees, relates the origin of the Panavision Logo and how it came into being around 1971:

"The logo came about when Robert Gottschalk approached me to come up with a logo that showed what Panavision meant to the industry. I took what he wished for and couple of days later went back to him with a sketch and gave him my thoughts behind it.

We then took that rough drawing and we finalized the Three Format Logo. The large outline shows the anamorphic aspect ratio of 2.35:1 which was the aspect ratio during that time period. The smaller rectangle shows the 1.85:1 format and the smallest rectangle with the rounded corners the TV 1.33:1 format. The corners of the TV format are shown rounded since the corners of the TV sets of that time period were rounded.

Note that the aspect ratios are drawn true but the area ratio is not. Note that we kept the space between the 1.85:1 format and anamorphic format the same as the space between the 1.85:1 and the TV format. It was drawn in that manner since we thought it looked better aesthetically. I believe that to have been the better choice."