

What is the importance of good logo design and who are the most influential logo designers?

My proposed area of study for my proposal is to look at different logo designers and what they have developed through the years. I will be looking at the development of logos from where they started to where their logo is now in the world. I will be specifically looking at who the designers were and if they are still well known to this day. I chose this specific topic because it is a very interesting topic to look at and talk about, and by looking at this in depth there will be different things that I will come across. There will be a lot of different ideas and development that will be shown just because I want to see where they actually started and what different ideas they came up with.

It is the key element for any company's corporate identity. It is important that as a company, they do insure that the logo is representing them as a well-designed piece of work because people will be able to then relate to the specific company. If a logo is badly designed it can have such a negative effect on the company in which it is speaking for. Bad logo design is one of the main reasons for new businesses failing each year because of the ineffective marketing it presents.

A Logo is the first thing you develop when starting up a business. It is a small image or design that sometimes include the company name or specific points about the business. Logos are put on a variety of the company's materials or promotions. A logo is a combination of text and images in which looks at two purposes. It shows people the name of the company and it then creates a symbol to present the company. A lot of logos do have powerful associations connected to people's memory, from designing logos like this makes it more personal and unique.

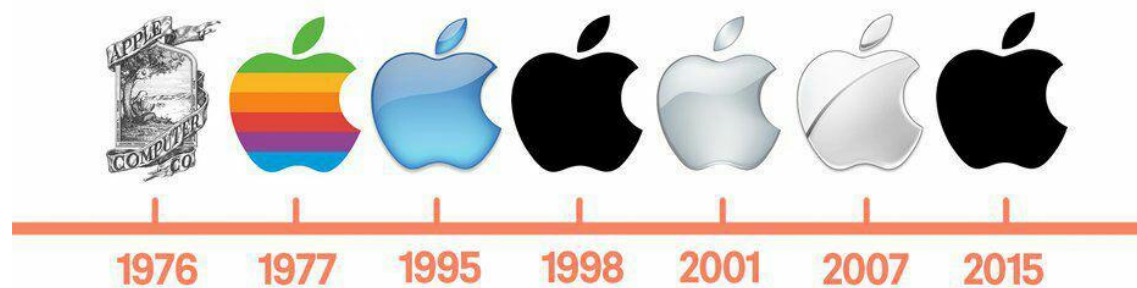
The 'bitten apple'. This is the logo of Apple, which is a huge computer manufacturer. It is one of the most well-known logos around the world, as the image on the logo is what it actually is. The Apple logo wasn't always the same design, or alike. The first logo for Apple was made by a man called Ronald Wayne, he was the co-founder of Apple which was during the 1970's. The logo that he made was very different to what the current logo is now. The first logo to present the Apple Company was a man called Isaac Newton. He designed this piece of art while sitting under an apple tree. The first logo that was created had a quote included, the quote said, 'Newton.. a mind forever voyaging through strange seas of thought'. This quote was then written within the frame of the logo.

Think Marketing. 2018. *Apple Logo Evolution Story*.

The logo which Isaac Newton had designed wasn't around for long. Steve Jobs had said that it was too old fashioned. The Apple Company then hired a graphic designer, he was called Rob Janoff he created the classic logo of Apple. This logo was then looked into and it was

then being used by the end of the company's first year in business.

The logo which Rob Janoff designed it had contained different colours, people say a 'rainbow spectrum'. It was the world's first computer with a different colour display. When Rob Janoff was asked about why he chose the different colours, he said that there was no rhyme or reasons behind the placement of the colours themselves. He did say he wanted green at the top of the logo because 'that's where the leaf was'.



Isaz, (2018), *Apple Evolution*

Jean-Louis Gasee, a former Apple worker and the founder of BeOS mentioned something about the logo;

'One of the deep mysteries to me is our logo, the symbol of lust and knowledge, bitten into, all crossed with the colours of the rainbow in the wrong order. You couldn't dream a more appropriate logo: lust, knowledge, hope and anarchy.'

Gasee, J. (2018). *Apple Logo Evolution Story* | *Think Marketing*.

The very first Apple logo was firstly designed by Ronald Wayne in 1976. It wasn't long before that was gone and something more modern was then made. The reason that there is a chunk out of the apple was because they wanted it to show that it represented an apple and not a tomato. When the rainbow colours came in, they used them to 'humanize' the company. It was also because this colourful logo was launched just before Apple's newest model computer, and that was the world's first computer with coloured displays.

The logo that is current now only changed because Steve Jobs just wanted a change, not because he needed one. When Apple first released their iMac, the light blue colour was put on the logo and the rainbow colour had disappeared. They changed the colours because the rainbow looking logo would have looked out of place. Apple had then placed a metal look over the logo which they liked, so then that was placed on many of their products. The 'Glass' looking logo was then the next idea of another logo. Today's Apple logo is one of the most famous logos in the world just because of the sleekest looks with the colours of silver, white and black.

The main design for the Audi Logo are just the typical four rings. It is still known to this day that the logo design had no inspiration for the way that the logo was done. A lot of people had noticed that it was something to do with the Olympics, but they were not.

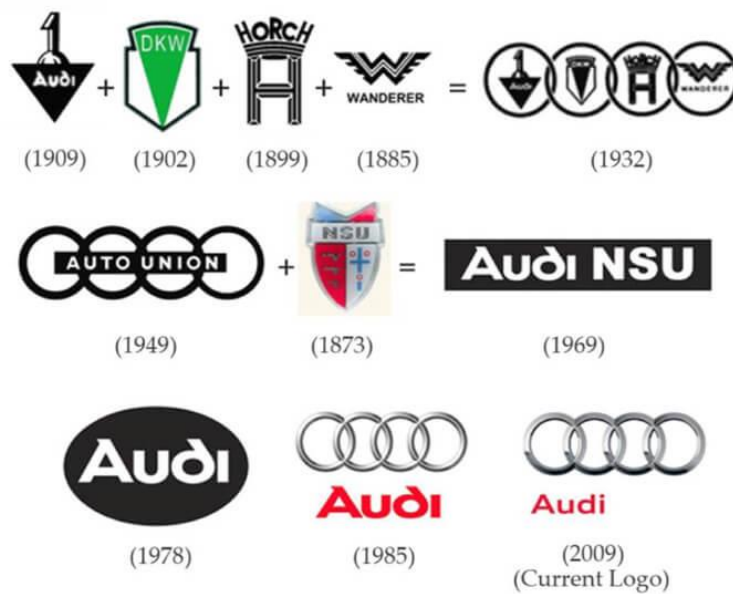
Through the years Audi has changed its logo a lot. It used an upside down equilateral triangle with the number one stylized as a gearshift rising above it. The shape of the Audi logo was first released in 1932. Over each of the years the logo starting being more recognised to what it is today. They dropped everything on the logo and just left it to the four rings that they originally had.

The logos colours gives a very modern feel with its silver chrome colouring. It is meant to show off a creative design, aswell as an elegance and sophisticated look. Silver is used in a lot of other logos around the world. Using silver throughout the logo is showing modernism and sleekness, it is occasionally looked at with being elegant and glamour.

With the Audi logo, they said it had no inspiration in which they could relate to when designing this logo. A lot of people say that Audi got sued by the Olympics Committee for copying their own logo. People say this because it was around the time that Audi had been looked at by other automotive companies, so it was believed that the Olympic Games logo was the actual inspiration for the Audi Logo, but no one actually confirmed this knowledge. As Audis logo is one of the most recognisable in the world, the company's slogan didn't go far either. Vorsprung durch Technik is Audis slogan. This is translated as Progress through Technology, but in a lot of countries they have tried to change it as much as they could just to make it sound better.

The Audi logo represents its brand very well because the colour and the shape of the logo has the same abilities in which the German automaker stands for.

Anthony Pena. 2018. *Audi Evolution*



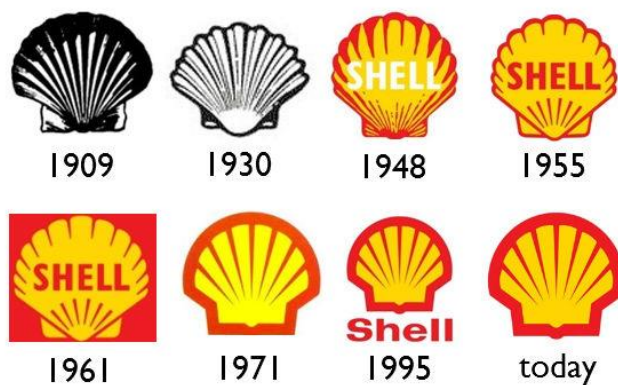
Anthony Pena, (2018), *Audi Logo Evolution*

The word 'Shell' was first found in 1891, as it was a trade mark for oil being shipped over to other countries.

The first logo that was released was represented as a shell in 1901. From the beginning the shell was being presented as an image of a pecten or a shell. A few changes were being made to the 1904 logo, such as changing the mussel shell with a scallop. A few other objects were also placed in the logo to make it more realistic such as placing shell ridges within the shell and adding a coloured background. By 1915 this logo had changed, it was a lot simpler and it was a lot more recognisable. The shape that is within the logo is a lot more bolder, there is also lines that have been put into the shell, they have placed the lines within in so it is easier to see the logo from a distance. A few years went on and the company had placed in colour. There was bright yellow and red lines that was introduced to the company to make it stand out to other competitors. More colour and the word 'Shell' was then added to the logo of the company. The writing worked out as a red outline and a yellow background, it shows over powering against the text. By 1925, the shell became simpler and the outside of the shell are less obvious. The writing has also been changed to red, by doing this it had made the companies name easier to read. Modern design was then placed within the logo. Thinner lines and shapes were added to make it different. A red background is placed in and is now highlighting the yellow shape of the shell. During 1976 the same design was being used throughout Europe. Unfortunately the Americans had changed this design. They had been placing in thinner lines for the shells ridges, and two outer ridges too. These changes to the logo were only small and did not make any impact on the actual logo designer himself. By the time 1995 came around, more fonts were added to the logo and they

weren't the same font. The font that is displayed on the logo is now much clearer to see than what it was in designs previously. It makes it better because the logo is still recognised even when there isn't any writing within it.

(2018). *Shell: The evolution of a logo.*



Shell (2018). *Shell Logo Evolution.* [Image]

In conclusion to this, you can see that Graphic Design and Logo Design is around us all the time, every day of every week. There isn't anywhere you can possibly go and not have any design around you. From bus stops to shop windows, there is design absolutely everywhere you can think of. Designing is very underrated and I don't think it is recognised to what it actual should be like. Designing can be very different, and it is changing through every generation that comes upon us. There is always going to be positive and negative statements about design no matter who you are talking too.

It goes to show that designing isn't kept to one minimal piece of work. Each designer tries to change something about the design just because they can, and if they can get help from other designers then they will help. From dark colours to bright colours, each designer gets bored of just one simple design in which they have produced. Perhaps they want other designers help so that there is a variety of design on the actual logos that they do design. Sometimes it can be nice to have another pair of eyes on something with a different approach because it's a new thing to understand. Using different fonts can also be very daunting when starting a new piece of work because some people worry of what will it look like in the final piece, but I think if you research around at different designs and logo you will be able to see that a lot of designers don't actually mind what fonts they use. Sometimes they will just actually put on different fonts which could be wrong, but then while adding different elements to the actual designs makes it look better. Colour is also a very big part in designing because it is the one thing that catches other people's attention. This is very

important because this is what gathers the audience. If the audience doesn't see this design then no business will be able to go ahead.

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