

46 Greatest Logos of All Time (And the Brand They Belong To)

Your task is to select 2 of the logos below and explain in 1 paragraph for each what you like about these logos, and what they stand for in your mind...

Use your NOTES page on your website at WEEBLY to take and write down these reflections

Jumpman (Air Jordan Symbol)



You can't find a person on this planet who can't instantly recognize the Air Jordan symbol by [Nike](#). The "Jumpman" logo is used by Nike to promote its Michael Jordan-related merchandise, including the famous and successful Air Jordan brand of basketball shoes. The Jumpman logo is a silhouette of a studio photograph of Jordan performing a ballet move, not an actual dunk as many believe. Beginning in 1985, the Jumpman logo always accompanied "Jordan," even when the only word Nike displayed on a product was "Jordan."

[The Air Jordan III](#), released in 1988, was the first Air Jordan shoe to feature the Jumpman logo, replacing the "Wings" logo, which had been a feature of the Air Jordans I and II. This model was one of the most popular ever. The Jumpman logo would retain a fairly consistent look throughout the Air Jordan line's history,

except on the Air Jordan VIII, on which it was reminiscent of a peace sign.

Google



Need to find something on the net? [Google](#) has become a synonym with search. The current official **Google logo** was designed by Ruth Kedar. The word Google actually means a number is 100 zero's. Which given the scale of Google bank account means that Sergey Brin and Larry Page might of been on to something. Google is known as a strong leader of the web-search industry. Its goal is to provide relevant information and groundbreaking products to its customers.

It all started in 1996 as a research project by two Stanford University's students, Sergey Brin and Larry Page. The Google logo has had many different versions since its renaming from BackRub. The current official logo design of Google Inc. represents the name "Google" in logotype based on the Catull typeface and was created by Ruth Kedar. Its almost amateurish simplicity may correspond to the simplicity of the search engine (at least the appearance). Every once in a while, the company uses various features of the logo which compliment and refer to birthdays of illustrious personalities like Leonardo Di Vinci, Albert Einstein, Edward Munch; holidays like 4th of July, Christmas, Mother's Day and specific events such as The Olympics, World Cup etc.

These special modification have become known as Google Doodles and were first created by the fondaters of the company in 1999. The doodles are currently designed by Dennis Hwang who has created over 150 doodles since the year 2000.

Yahoo!



The two founders of [Yahoo!](#), David Filo and Jerry Yang, Ph.D. candidates in Electrical Engineering at Stanford University, started their student hobby in a campus trailer in February 1994 as a way to keep track of their personal interests on the Internet. Before long they were spending more time on their home-brewed lists of favorite links than on their doctoral dissertations.

Eventually, Jerry and David's lists became too long and unwieldy, and they broke them out into categories, then subcategories...and thus the core concept behind Yahoo! was born.

The Web site started out as "[Jerry and David's Guide to the World Wide Web](#)" but eventually received a new moniker with the help of a dictionary. The name Yahoo! is an acronym for "Yet Another Hierarchical Official Oracle," but Jerry and David insist they selected the name because of its definition: "rude, unsophisticated, uncouth."

Microsoft Windows Logo



In 1987, Microsoft adopted its current logo, the so-called "Pacman Logo". The logo was designed by Scott Baker. According to the March 1987 Computer Reseller News Magazine, "The new logo, in Helvetica italic typeface, has a slash between the o and s to emphasize the "soft" part of the name and convey motion and speed." The Windows logo also resembles, you guessed it, a *window*.

Travelers Group Insurance Umbrella



The Travelers umbrella has an interesting history, as corporate logos go. [It dates back to at least 1870](#), when it appeared in a newspaper ad for the fledgling insurance company. It was reinvigorated in the late 1950s, when it was given its signature red hue. More recently, it spent a lost decade as the logo of [Citigroup](#), after Citicorp and Travelers merged (somewhat disastrously, it turned out) in 1998. Travelers became an independent company again in 2002, but it left the umbrella behind with Citi. (Who hasn't forgotten an umbrella in a rush to leave an unpleasant gathering?) It wasn't until a year ago—when Citi re-branded, opting instead for a bland little arc emblazoned above the letters of its name—that the umbrella was at last set free. Travelers jumped at the chance to buy it back and did for some speculate to be a multimillion dollar transaction.

McDonalds Arch



The Golden Arches are the famous symbol of McDonald's, the [global fast-food hamburger chain](#). Originally real arches that were part of the restaurant design, they were incorporated into the chain's logo in 1962. The arches were introduced in 1953, when Dick and Mac McDonald were building a new outlet in Phoenix, Arizona. Architect Stanley Meston designed a walk-up hamburger stand with red and white tiles and a distinctive sloped roof, but Dick McDonald, wanting more visual appeal, sketched a pair of stylized yellow arches, one at each side. Meston accepted other changes but rejected the arches; in the end, sign-maker George Dexter was hired to construct the arches. When viewed from an angle, the design was reminiscent of the letter M. A sign out front

incorporated yet a third yellow arch along with the chain's signature character, a chef named Speedee.

In 1962, seeking to upgrade its image, the company sought a new logo. Fred Turner sketched a stylized "V", but the company's head of engineering and design, Jim Schindler, extended the "V" into an "M" resembling a McDonald's store viewed from an angle, with a red isosceles trapezoid "roof" serving as background for lettering.

While McDonald's dropped the physical arches from nearly all of its restaurants in the 1960s, the Golden Arches have remained in the logo, and as a commonly understood term for the company.

[All McDonald's stores and commercials in Canada have a maple leaf in the middle of the Golden Arches.](#)

Snickers



In 1930, the [Mars](#) family introduced its second product, **Snickers**, named after their favorite horse. Snickers is a candy bar made by Masterfoods USA of Hackettstown, NJ, a division of Mars, Incorporated. It consists of peanuts nougat topped with roasted peanuts and caramel, covered with milk chocolate. *Snickers is the best selling chocolate bar of all time and has annual global sales of US \$2 billion.* The logo, while I couldn't find much on its history, has become a permanent fixture on the backseat floors of cars worldwide (the wrapper of course).

M&M's



Forrest Mars, Sr., founder of the Mars Company, got the idea for the confection in the 1930s during the Spanish Civil War when he saw soldiers eating chocolate pellets with a hard shell of tempered chocolate surrounding the inside, preventing the candies from melting. Mars received a patent for his own process on March 3, 1941. Production began in 1941 in a factory located at 285 Badger Avenue in Clinton Hill, Newark, New Jersey. One M was for Forrest E. Mars Sr., and the other M was for Bruce Murrie, son of long-term Hershey president William F.R. Murrie. Murrie had 20 percent interest in the product. The arrangement allowed the candies to be made with [Hershey chocolate](#) which had control of the rationed chocolate. When operations were started, the hard-coated chocolates were made in five different colors: brown, yellow, red, green and blue. They were served in a cardboard tube (similar to Smarties).

Mercedes



Mercedes-Benz

This logo uses the symbol of points that head out in three different directions, which is used to represent the concept of Gottfried Daimler, which manufactures a range of transport movers that work effectively across air, water and land. The color silver is very typical of the [Mercedes Benz brand](#) and dates back to its involvement in the very first Grand Prix, which ran at Nuerburgring in 1934. When one of the cars exceeded its eligible weight for the race in the pre-race checks, the officials spent the night polishing off the paint so that the car was back to its raw silver color. The following day as the car ran around the track it shone a beautiful silver color and was termed the "*silver arrow*."

BMW



The logo used by [BMW](#) is representative and derived from the Bavarian engine components that first made up the company structure in 1917. It is also in the Bavarian national colors of

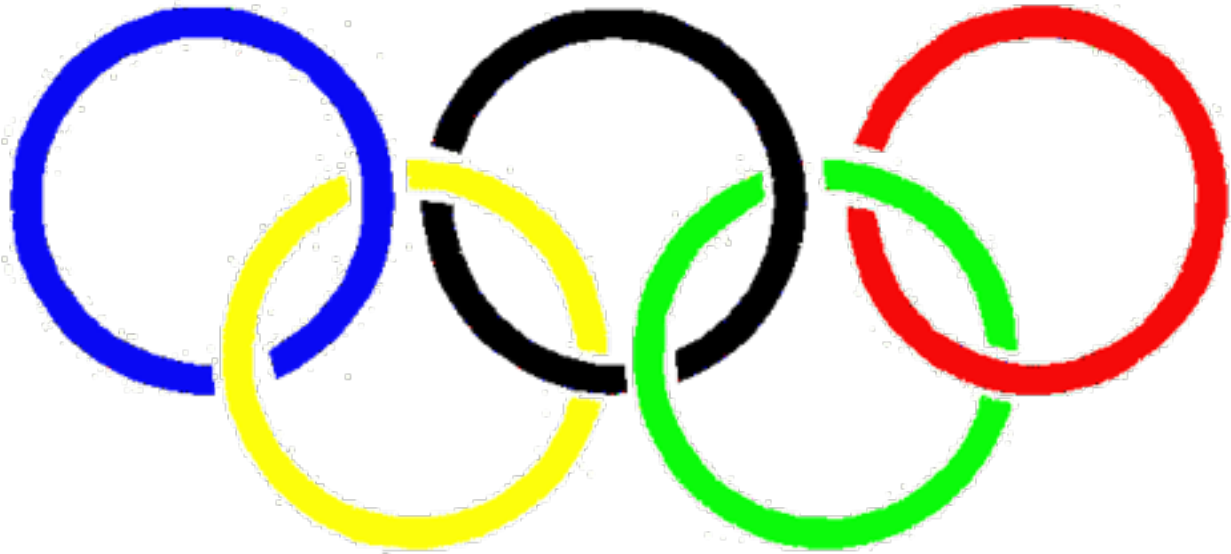
white and blue. The black ring and the internal and external enclosing rings were used to represent the previous company "Bayerische Flugzeug-Werke (BFW)". BMW resulted from this business. While many think that the propeller was in fact designed to represent a rotary propeller which was developed in 1929, in actuality this interpretation is only promoted for marketing purposes and has *no* factual basis. The more recent iterations of the BMW logo talk little of the propeller and more about the vehicle itself in an outdoor environment, as is outlined by Publicity and Advertising Manager Wilhelm Farrenkopf in the BMW work magazine in 1942, where he talked about the shining disk, shades of the engines, two silver divides and bright blue gleams that represent the sky.

Playboy



This popular [gentleman's magazine](#) has been running since 1953, when it was first introduced by [Hugh Hefner](#). The logo depicts the image of a hare because it has a funny and sexual connotation, and looks a bit playful with the bowtie. Hugh believed that the hare in the tuxedo was charming and amusing. By 1959 the brand was already so well known that when letters were sent with incorrect address to the Playboy business they were successfully directed to the correct location.

Olympics



The Olympic symbols are the icons, flags and symbols used by the [International Olympic Committee](#) to promote the Olympic Games. Some—such as the flame, fanfare, and theme—are more common during Olympic competition, but others, such as the flag, can be seen throughout the year. The symbol of the Olympic Games is composed of five interlocking rings, colored blue, yellow, black, green, and red on a white field. This was originally designed in 1912 by Baron Pierre de Coubertin, the founder of the modern Olympic Games. Upon its initial introduction, de Coubertin stated the following in the August, 1912 edition of *Revue Olympique*:

The emblem chosen to illustrate and represent the world Congress of 1914...: five intertwined rings in different colors – blue, yellow, black, green, and red – are placed on the white field of the paper. These five rings represent the five parts of the world which now are won over to Olympism and willing to accept healthy competition.

These five rings represent the five [important] continents of the world: America, Europe, Asia, Africa and Oceania (aka Australia).

Ford



The Ford oval trademark is one of the best-known corporate symbols in the world. There have been a bunch of different logos [Ford](#) has used to market the brand. Today, we all recognize it as the Blue Oval, but it wasn't always that way. At the very beginning Henry Ford's engineering assistant developed a fairly complicated, black and white design. In time it evolved in a much simplistic oval design, still remaining black and white. The blue oval appeared around 1928 and through the years it had been modernized into a centennial version that was revealed in 2003 in honor of Ford's 100-year anniversary. Since 1976, the blue oval has been used as an identification badge on all Ford vehicles as a powerful symbol, recognized in the world as an icon of the company that gives great products. Through the years Ford logo proved to be a very valuable asset. [2006 was one of the worst years of Ford Motor Co](#) and the blue oval logo was one of the company's assets used as collateral in a \$ 25.5 billion financing deal to provide money for recovery plan.

Nike



Nike was founded by Phil Knight in the 60s, but at that time he called it "[Blue Ribbon Sports](#)". The name Nike and its trademark swoosh design were brought about later, in 1971. Drawing from Greek mythology, Knight named his company Nike, after the *goddess of victory*. Thus, the Nike name provided the company with a strong association and image, especially appropriate for a sports gear company, which positions itself in the market as a leader of sport footwear and uses the greatest athletes and the record of their achievements in its advertising.

The swoosh logo was originally developed by a graphic designer, Carolyn Davidson in 1971. She was one of 35 people who made suggestions as to what logo to use for the organization. The owners met and agreed on Davidson's design, taking into account her conceptual thinking about the wings of the Greek goddess Nike. According to Davidson, Knight asked for a design that suggested movement- originally disliking the swoosh she submitted, but as Knight had deadlines to meet, he ended up using it saying "I don't love it, but it will grow on me". As the time passed, the Swoosh logo has become synonymous with the company. Together with "Just Do It" slogan, the Swoosh logo perfectly expresses the essence of the Nike brand and its philosophy. They show people the way to the determination, needed for reaching a desired mark in their sporting activities. It expresses well a high ambition and a will for victory, which the Nike Company made a part of its brand image and corporate culture.

Apple (Macintosh)



Based on its company name, they selected an apple as its main form of branding. Initially, the logo depicted a small apple shape sitting under a tree with [Apple Computer Co](#) set into the frame of the picture. It is this apple that has continued to be used. The first logo design was perceived to be a bit too complex and hard to view, so Regis McKenna worked on the logo some years later and added a "bite mark" to symbolize the concept of seduction of the customers and the marketplace in general. Next, the

monochrome version was replaced with the rainbow-colored logo as a reference to the Biblical story of Adam and Eve in which the apple represents the fruit of the [Tree of Knowledge](#). It brings to mind that people must pursue their dreams. While this was not initially a deliberate goal, it did encourage business and consumers to consider the Apple brand for the first time and was successful in generating increased profits.

MTV



Launched on August 1, 1981, [MTV](#) is an American cable television network established by Warner AmEx and based in New York City. Today, MTV broadcasts a variety of youth culture, pop culture and reality tv shows aimed at young adults and adolescents. The original MTV emblem had the visual aspect of a badly executed Polaroid shot of a hand holding a ripe tomato which was supposed to be a musical note. However, this logo never came to see the light of day. Creating a channel, network or corporate identity is both a ruthless and subtle thing.

MTV gives a perfect example of a flawless marketing game obtained by breaking all the rules. In May 1980, Fred Seibert hired Frank Olinsky a longtime friend of his, along with his team at Manhattan Design. Their task was to provide visual identity to Warner's planned pop and rock basic cable channel. After deciding that the Polaroid sent by Manhattan Design unified with "The Music Channel" wording was a complete disaster, the design crew began to play around with just the letters MTV and created the flexible innovative design that still stands today. The 'M' was build out of polka dots, wooden strips, red bricks, zebra stripes and even the yellow-and-black of a Checker Cab. Olinsky left it open

for alteration without altering the identity itself. Music is always changing and the Manhattan Design created a logo made for change.

Rolex



The screwed down Crown better known as The Oyster for [Rolex](#) exudes perfection. For one you can't speak of quality, style, perfection and status without mentioning Rolex and what speaks of status, prestige and power better than a crown? The logo is a "status symbol" that is known worldwide. [In 2007 Business week ranked Rolex #71 on its annual list of the most important global brands, top among all watch makers.](#) Rolex is a privately held company that was founded in 1905 by Hans Wilsdorf and his brother-in-law Alfred Davis. The Rolex Watch was registered as a company in 1908, but the company named wasn't officially named Rolex until 1915. Still some ten years later in 1925 the Rolex Crown is registered as a trademark and patent a year later. Their headquarters are in Geneva, Switzerland. The who, how and what thought that went behind the making or coming up with the logo is as elusive (for many of us) as the watches themselves.

Coca Cola



Not a very romantic start but who says that a soft drink maker needs a dash of romance to be successful? In fact the beginnings of [Coca Cola](#) were far from romantic because it was meant to be a patent medicine invented by John Pemberton who was a pharmacist. Pemberton took his medicine to Jacob's Pharmacy and the taster at the pharmacy judged it as "excellent". Asa Chandler, a local businessman, eventually bought the formula from Pemberton. As for the Coca Cola logo and how it started, accounts say that it was Pemberton's bookkeeper, Frank Mason Robinson, who designed it in 1885.

Cursive script is what describes the logo but more specifically, the letters are of the [Spencerian typeface](#), said to be the predominant form of writing adopted by American bookkeepers during that era. Robinson's script has survived to this day, earning recognition as one of the more famous scripted logos in the world. He believed that the two Cs in the name would generate distinction for the company's products.

Fact is, the Coca Cola logo has been hailed as one of the world's most successful brands. It is now 120 years old, and if someone was interested in acquiring the rights to it, the brand alone would cost something like over \$67 billion. What makes the Coca Cola logo an icon? According to Michael Burns who quoted James Wheatley, the following elements contribute to this iconic quality: the white lettering against a bright red background, the curvy letters, roll-of-the-tongue name and of course the ever sexy bottle (described by some as the hobble skirt bottle). The logo's impact cannot be under-estimated. Wheatley said, "A flash of red and a curved white line proved enough to get people thinking about their favourite fizzy pop." To summarize the elemental aspects of the Coke logo: colors are red and white, letters are cursive script (Spencerian), the 2 Cs stand out, shape of the logo is either rectangular or circular. As if the logo and brand weren't enough, there is now what people call "Cokelore" to prove that a string of urban legends came up as a result of Coca Cola fame.

[For example, that Coca Cola invented Santa Claus is highly plausible.](#) That Coca Cola was once accused of being anti-Semitic may have also been true because it refused to do business in

Israel once upon a time. And that it used to contain cocaine is not such a far-fetched idea because Pemberton did say his patent invention was meant to be a medicine.

FedEx



The original [Federal Express](#) corporate logo was designed by Richard Runyan in 1973. The new FedEx logo is one of the most recognizable logos due to the company's presence all over the world. The logo was created in 1994 by Lindon Leader, as Senior Design Director at [Landor Associates, San Francisco](#). The same year it was ranked by Rolling Stone Magazine as one of the 8 best logos of the past thirty-five years. Along side Apple, Coca-Cola, Nike, IBM, Starbucks, McDonald's and Playboy. FedEx is a syllabic abbreviation of the company's original name: Federal Express. At first glance the FedEx corporate logo appears to be plain and simple, however there is a detail that once seen changes the perception about it: a right-pointing arrow located in the negative space between the E and x. While the arrow becomes quite obvious when pointed out, most people do not observe it. The arrow has been seldom pointed to as a soft form of subliminal advertising. The arrow symbolizes forward movement and thinking.

NBC



The [National Broadcasting Company \(NBC\)](#) is an American television network. It is sometimes referred to as the Peacock Network due to its stylized peacock logo, created exclusively for color broadcasts. This familiar graphic logo of a Peacock preceded NBC color television shows for many years with a voice-over announcement:

"The following program is brought to you in Living Color on N B C". According to David Schwartz of the "Game Show Network" the first announcer who spoke these words behind the Peacock graphic logo was Ben Grauer, a familiar voice from NBC's radio days. Following that, Pamela Robin Brandt and her brother Richard Brandt tell us that their father — Mel Brandt — NBC TV's Chief Announcer for 25 years, was the next basso "voice behind the Peacock" who spoke the immortal words heard opening nearly every Primetime show.

Major League Baseball



Every night when Jerry Dior sits down to watch the baseball playoffs in his Edison, N.J., home, the television reflects his life's

most enduring handiwork. Forty years ago, Mr. Dior worked as a graphic designer at Sandgren & Murtha, a New York City-based marketing company. In 1968, [Major League Baseball](#) commissioned the agency to design an original logo. The mark was to serve two purposes: to signify that MLB was placing league-wide merchandizing rights under the auspices of a new umbrella company, and to commemorate the national pastime's upcoming centennial.

Adidas



Today, the [Adidas brand product](#) range extends from shoes, apparel and accessories for basketball, soccer, fitness and training to adventure, trail and golf. The company's clothing and shoe logo designs typically feature three parallel stripes, and this same motif is incorporated into Adidas's current official logo. For years the only symbol associated with Adidas was the trefoil (flower) logo design. The 3 leaves symbolize the Olympic spirit, linked to the three continental plates as well as the heritage and history of the brand. The "Trefoil" was adopted as the corporate logo design in 1972. In 1996, it was decided that the Trefoil corporate identity would only be used on heritage products.

Jagermeister



The logo for this popular and well known alcoholic beverage dates back to the days of noble gentlemen, hunters and, later, holy Hubertus, and is based upon the legend of Hubertus as written by Father Diethard H. Klein. This legendary tale talks about the hunters warnings to not hunt in the forest and the meadows and the fate that he suffers when he meets with the animal. The animal turns and faces him and hunter sees before him a cross placed above the antlers, with the animal offering the hunter forgiveness so that it may be set free...[Jager Bombs!](#)

IBM



Paul Rand's trademark for [International Business Machines](#) (1956) was developed from an infrequently used typeface called City Medium, designed by Georg Tromp in 1930. This is a geometrically constructed [slab-serif typeface](#) designed along similar lines as the geometric sans serif styles. Redesigned into the IBM corporate logo, a powerful and unique alphabet image emerged, for the slab serifs and square negative spaces in the B lent a unity and uniqueness. In the 1970s, Rand updated the logo by stripping it to unify the three forms and evoke scan lines on video terminals. Wliot Noyes, IBM's consulting design director

during the late 1950s wrote that the IBM design program sought "to express the extremely advanced and up-to-date nature of its products. To this end we are not looking for a theme but for a consistency of design quality which will in effect become a kind of a theme, but a very flexible one".

Ferrari



Ferrari is an [Italian car manufacturer involved in the Formula One World Championship](#). The company was founded by Enzo Ferrari in 1929. The famous symbol of Ferrari is a black prancing horse on yellow background, usually with the letters S F for Scuderia Ferrari. The jumping black horse is known as "Rampante Cavallo." The horse on the emblem honors an Italian flying ace named [Francesco Baracca](#), who lost his life in World War I. The vibrant black silhouette of the Ferrari horse also represents the popular belief that a horse on the top of a car would always guide its driver to victory. Another assumption suggests Baracca copied the jumping horse design from a shot down German pilot who had the emblem of the city of Stuttgart on his plane. This horse theme comes from the origins of the city's name Stutengarten, an ancient form of the modern German word Gestut, which translates into English as stud farm and into Italian as scuderia. Ferrari has used the Cavallino Rampante on official company stationery since 1929, while the yellow background was added to honor Modena – as yellow is the city's historic color.

Burger King



The [Burger King Company](#) was established by David Edgerton and James McLamore who launched their first restaurant called Insta Burger King on December 4, 1954 in Miami, Florida, USA. During 1989, it was re-branded as Burger King and became internationally known. The original BK corporate logo also referred to as the "Bun Halves" was established in 1969 and lasted till early 1990s. It was a simple logo having the name "Burger King" in red letters sandwiched between two bun halves. In 1994, Burger King modernized its first logo by using a smoother font with rounded edges. By 1999, the company again updated the logo that is a stylized version of the "bun halves" logo. The new logo featuring a blue swirl gives the Burger King logo a circular appearance making it look more contemporary.

Pepsi



Around 1893, Caleb Bradham, a young pharmacist from New Bern, North Carolina, began experimenting with different soft drink mixtures. Like many pharmacists of those days, he served his customers [refreshing drinks](#) created by him. His most popular beverage was something he called "Brad's drink" made of carbonated water, sugar, vanilla, rare oils, pepsin and cola nuts. In 1898, **Caleb bought the trade name "Pepsi Cola" for**

\$100 from a competitor that had gone broke. At the same time Bradham's neighbor, an artist designed the first Pepsi logo. The instant popularity of this new drink led Bradham to devote all of his energy to developing Pepsi-Cola into a full-grown business. During decades Pepsi had its ups and downs but is now one of the world's most famous brands, much like its rival [Coca-Cola](#). In time, the Pepsi logo went through redesigning and modifications, now being the three-dimensional globe against an ice blue background the word Pepsi in the foreground. Pepsi has always been one of the most heavily advertised carbonated drinks, so much so that the Pepsi logo is marked in the minds of people across the globe and it no longer needs to be accompanied by its name. *The symbol says it all.*

Mobile

The image shows the Mobil logo, which consists of the word "Mobil" in a bold, sans-serif typeface. The letter "M" is blue, the "O" is red, and the letters "b", "i", and "l" are blue.

One of the [Chermayeff & Geismar's](#) most far-reaching corporate design programs was for [Mobil Oil](#), a multinational corporation operating in over a hundred countries. The trademark, executed in an elemental geometric sans serif typeface, is the ultimate in simplicity. The word "Mobil" is executed in five vertical strokes, the angle of the "M", and two circles. The name became the trademark, with the round, red "O" separating this word from the visual presentation of other words. This emphasis on the circle is projected as a visual theme throughout the identification program and in the design of Mobil gas stations.

Volkswagon



[Volkswagen is a car producer based in Germany.](#) It forms the substance of Volkswagen Group, which is the world's fourth largest automobile producer after Toyota, GM and Ford. The origins of the company date back to 1930s Nazi Germany. Long before Hitler was elected to power in Germany, he was creating schemes to mass-produce an affordable car. Hitler called the new vehicle the "KdF-Wagen", which literally meant "strength through joy – car", after the Nazi-led KdF movement that was supposed to look after the working people. Ferdinand Porsche disliked the name KdF-Wagen (he preferred Volkswagen, the name under which the car had been produced). "Volkswagen" signifies "people's car" in German, in which it is pronounced ['folksvagan].

Volkswagen has one of the most simple and instantly recognizable logos in the world, which has seen subtle changes through the years. It's pretty obvious what the Volkswagen logo is (a V over a W in a blue background, surrounded by a circle).

The logo was the result of an office competition of which the winner was Franz Reimspieß (the engineer who perfected the engine for the Beetle in the 1930's). The copyright holder of the internationally-famous VW logo is not to be Nikolai Borg, a

graphic designer who sued the company for allegedly failing to recognise his work.

UPS



The very first iteration of this logo for this famous and [reputable express delivery service](#) was developed 1919. This first version pictured an eagle containing a package in its claws. Eighteen years after this date, the logo was altered for the very first time. At to a shield with the three initials of the business name. In 1961 logo designer Paul Rand created a new logo in line with this new abbreviated name. The logo was again redesigned in 2002/2003 by FutureBrand and the new 3D look was placed on a brown surface of a shield.

Starbucks



The worldwide coffee phenomenon that is [Starbucks](#) first began in 1971 when the founders opened their inaugural store. Now there are more than 7,500 stores across the globe under the brand of Starbucks Coffee Houses, *servicing more than 22 million guests annually*. The world famous logo represents the environment with which the company was established in the lakes area of Seattle, Washington. In addition, the logo depicting the lady and the water dates back to the old sailor tradition of transporting coffee and the coffee trade.

Redbull



This worldwide Energy drink has a logo that is derived straight from the name of the English product name "[red bull.](#)" The idea for the name and logo came from inspiration that the owner Dietrich Mateschitz received during a Thailand holiday, when he tried a sweet beverage called "Krating Daeng" or "red bull."

Disney



Making a breakthrough in the world of animations and graphics, the [Walt Disney Company](#) comes as a collection of theme parks, entertainment studios and other media related products. Founded by Walter Elias Disney, the company is one of the most renowned media companies all over the world. The Walt Disney logo signifies a fairy-tale like world, providing clean entertainment to the children.

The Walt Disney logo in 2000, was a castle behind which appeared a beam. Later in 2006, the logo modified itself to a shining star on the night sky headed by the Disney theme park. Moreover, it comprised of fireworks over the castle. The logo has maintained its exclusivity over the period and its success.

Nintendo



[Nintendo](#) is Japanese multinational company ruling over the video gaming industry since decades. Founded by Fusajiro Yamuschi in 1889, this company is now rated at third position in the most valuable company of Japan with a remarkable market value.

Initially, Nintendo was established to create premium Japanese playing cards. However, it later excelled in handheld video games along with toys and innovative electronic games.

No matter how significant Nintendo Co. is, it still manages to employ a simple and intelligible logo design. Ever since the ruling video gaming company was created, it has had a standard logo design to compliment with the company's image. As the company outshines in manufacturing products for several industries, it prefers to use a simple Nintendo logo to promote a highly intelligent corporate reflection.

Rolls Royce



Laid its foundation in 1906, [Rolls Royce Ltd.](#) is now one of the leading car manufacturing companies. Charles Rolls and Henry Royce approved to work together on a wide assortment of Rolls Royce cars. Since then, Rolls Royce has constructed its image in the corporate planet as a motoring legend.

Evidently, the Company adopted a logo design that depicted its authentic power. The Rolls Royce logo includes two "R"s which obviously stands for Rolls and Royce the founders of the thriving brand. Although, the Rolls Royce logo grips a simple design with a little innovation but the identity of the company is so remarkable that it appears eye catchy and exclusive. In Rolls Royce logo the name "Rolls Royce" is always engraved with a hyphen, which indicates the unbreakable bond between the founders.

Wikipedia



WIKIPEDIA
The Free Encyclopedia

[The largest online encyclopedia](#), offering every kind of free information in several different languages is named as Wikipedia.

Subsequent to its launch on January 15, 2001, Wikipedia has proven the world that it the biggest encyclopedia, having a steep scale that defines its success. It is undoubtedly one of the most popular content consultants on the Internet.

The Wikipedia logo has been regarded as “extremely ethno-centric” by the author of Wikipedia search engine ScottMoonen when it looked more like an American flag. It was later recommended to insert a globe in the Wikipedia logo to ensure the immeasurable establishment of the website. After an extensive research for the Wikipedia logo, a new improved and innovative logo was ultimately employed which is certainly consistent to the website multilingual nature. It was Paul Stansifer, a.k.a. Paullusmagnus who approached with the puzzle globe design. After slight amendments in the puzzle sphere by Nohat, a Wikipedia administrator, it became the final logo design for the leading website.

NFL



Formed in 1920, the [National Football League](#) has proved itself to hold a prominent position to be the largest American football league. Initially, formed by [eleven teams](#), now the league comprises of thirty two teams from American cities and regions. Nevertheless, the NFL logo has played a major part in enhancing the league's credibility. NFL logo entirely conveys the meaning intended to the youth and avoids image ruination of the leading football team.

NFL logo assures the observer that they have arrived to the right place to understand the critical commentary about the organization. The NFL logo exemplifies the organization's intended brand message in a manner that words cannot express.

Harley Davidson



The [Harley Davidson Company](#) began as a manufacturer of motorcycles but now is more of a brand. The Harley Davidson logo today is not only seen on motorbikes, but also on shirts, belt buckles, pens, posters, wallpapers etc. Today the logo remains as a powerful and a famous sign among the young specially the males, inspired by the evergreen love of bikes and automobiles among this age group.

The Harley Davidson Company was started by William S. Harley in 1902. Together with Arthur Davidson, in 1903 they assembled their very first two-cylinder motorcycle, marking the beginning of the Harley Davidson. The Harley Davidson logo was created in 1910 and since then did not evolve much. More commonly known as the 'bar and shield' logo, it is renowned all over the world.

CNN



Founded in 1980 by Ted Turner, [Cable News Network](#), generally referred as CNN, is now one of the major English Language Television Network. However, the leading network is now owned by Time Warner and the broadcasting unit is a branch of Turner Broadcasting System. It was undoubtedly the first broadcasting

station to present 24-hour television news coverage. Nevertheless, the CNN logo has acquired a prominent position in the corporate world due to its significant features. CNN logo has remained unaltered and the emblem has maintained its consistent look through years. CNN logo immediately projects a notion of world's leader with immense supremacy attitude. In 1999, CCN launched a set of new timelapse emblems for its international networks. The new series of CCN logos clearly conveys power, innovation and technology of the network. CCN logos prove that the CNN Corporation is justly global, establishing regional identities.

American Express



The [American Express Company](#) forms a noted position in the international market and acquires an international recognition. Likewise, the American Express logo is a famous symbol of the company's reputation and acknowledgment. Laying its first base in, 1850 in New York, it started off in the great era of economic development of the United States. Since then it has been able to maintain its quality standards and the trustworthy banner. The American Express logo, as in its ancient times, [consisted of a Viking image](#). Currently this image is omitted from the logo, leaving a very simple and to the point depiction of the purpose it has. Today, like the company itself, the American Express logo is seen as a motif of trust, reputation, simplicity and quality standards.

Wal Mart



Starting its way back in 1962, [Wal-Mart](#) today is seen as the most successful chain of stores in the U.S. Since then the Wal-Mart logo has formulated itself on many different notes and has gone through a remarkable evolution. The founder of the company, Sam Walton began with a simple logo, not specifying the style and font much. Later from 1964 to 1981, the Wal-Mart logo changed and consisted of a hyphen in the middle, and the fonts appearing as a little fancy in their look. The final noticeable change occurred in 1968, after which there had been slight innovations and changes to the motif. This Wal-Mart logo did not gather much of the fame as it was never used on any annual reports. The Wal-Mart logo began a new journey in 1992 when the hyphen was replaced by a star and finally was replaced by an asterisk at the end of the logo, what we now look at today.

Marlboro



[Phillip Morris](#), the London-based cigarette manufacturer, created a New York subsidiary in 1902 with the intention of promoting several of its cigarette brands on the American market. By 1924 they were advertising Marlboro as women's cigarette under the slogan "*Mild as May*".

The Marlboro brand was sold this way until World War II when the brand was temporarily removed from the market. The Marlboro

brand re-appeared on the cigarette market in 1955, but this time it was the new Marlboro with the most masculine symbol and a filtered end. The Marlboro brand is named after Great Marlborough Street, the location of its original London factory.

Marlboro logo design represents the symbol of rugged individualism, masculinity, and the main thing that this logo produced was the image of the brand and not the product. The design of this Marlboro promotes their brand on the top of the 20th century and the most significant icon of this century, the cow boy plays a huge role in establishing Marlboro's brand and as the top selling cigarette without a doubt. And no one can dispute that the Marlboro Man is a brilliant creation and a powerful logo.

HP



HP spun off a small company, [Dynac, to specialize in digital equipment](#). The name was picked so that the HP logo "hp" could be turned upside down to be the logo "dy" of the new company. Eventually Dynac changed to Dymec, then was folded back into HP in 1959. [Hewlett Packard](#) experimented with using Digital Equipment Corporation minicomputers with its instruments. But after deciding that it would be easier to build another small design team than deal with DEC, HP entered the computer market in 1966 with the HP 2100 / HP 1000 series of minicomputers. These had a simple accumulator-based design, with registers arranged somewhat similarly to the Intel x86 architecture still used today. The series was produced for 20 years, in spite of several attempts to replace it, and was a forerunner of the HP 9800 and HP 250 series of desktop and business computers.

Zippo



A [Zippo lighter](#) is a very popular refillable, metal lighter manufactured by Zippo Manufacturing Company. I bought this beautiful lighter without thinking, it has a history of the Zippo logo on it. On the lighter you can see the history of the logo of the Zippo company. There are four different logos on this lighter. You can see evolution from the first very simple logo with all capital letters to the modern logo with small letters. History of this logo reflects current tendency in logo design. Many modern companies redesign their logos with all capital letters to have new less formal lowercase versions.

Dell



[Dell is one of the largest computer manufacturers in the world](#) and pioneered the Direct to consumer model in the PC industry. In 2008, Dell is the 2nd largest company, behind HP in terms of computer sales.

Dell grew during the 1980s and 1990s to become (for a time) the largest seller of PCs and servers. As of 2008 it held the second spot in computer-sales within the industry behind Hewlett-Packard. The company currently sells personal computers, servers, data storage devices, network switches, software, and

computer peripherals. Dell also sells HDTVs, cameras, printers, MP3 players and other electronics built by other manufacturers.

In 2006, Fortune magazine ranked Dell as the 25th-largest company in the Fortune 500 list, 8th on its annual "Top 20" list of the most-admired companies in the United States. In 2007 Dell ranked 34th and 8th respectively on the equivalent lists for the year. A 2006 publication identified Dell as one of 38 high-performance companies in the S&P 500 which had consistently out-performed the market over the previous 15 years.

Discovery Channel



[The Discovery Channel's](#) very first logo was a television screen with a world map on it.

For two decades on the air, the logo incorporated the Discovery wordmark in a font called Aurora Bold Condensed with a circle shape in front of it. The circle usually took the form of a rising sun, or an animated version of the [Vitruvian Man](#).

In the mid-90s, the word "The" was dropped from the channel's name. A globe became a permanent part of the logo and a strap was added to the bottom of the logo. During this time, the company started expanding and launched several new networks. Many of the sister networks used designs similar to the one used by Discovery, often incorporating the globe and using the same font. Networks that had logos based on Discovery's were Animal Planet, Travel Channel, Discovery Science, Discovery Wings and Discovery Home & Leisure. The logo was changed slightly in 2000 when the word "Channel" was moved into the strap.

On April 15, 2008, before the season premiere of [Deadliest Catch](#), Discovery Channel started using a new logo, new graphics and the new tagline "The World is Just Awesome". The new logo has been designed by Viewpoint Creative in Boston and uses a thinner font. The globe has been merged with the "D" in "Discovery". This D-globe part can be detached and used separately, for example it

is used as the channel's bug. The new logo was rolled out to the rest of the world during the first half of 2009.

Target



The name "Target" originated from Dayton's publicity director, Stewart K. Widdess, and was intended to prevent consumers from associating the new discount store chain with the department store.

In 1968, Target changed its bullseye logo to a more modern look, and expanded into St. Louis, Missouri, with two new stores. That year, [Target Stores](#) experienced a transition phase: Target's president and co-founder, Douglas J. Dayton, went back to the parent Dayton Corporation and was succeeded by William A. Hodder, and senior vice president and cofounder John Geisse left the company.