History/Context:

The idea of logo design and branding feels like a modern concept, but in fact it has ancient roots. In fact, in the time of Ancient Egyptians, they were using symbols to identify and communicate messages though artwork.

During the 1800s, and the time of the industrial revolution, mass production of products meant more competition, and so companies needed to find a way to stay consistent in the ever-growing market. Logos were designed so customers could get a sense of familiarity from products, and they knew which ones were the best, and which to buy again and again.

In 1956, logo design saw a huge turning point when Paul Rand designed the iconic IBM logo, featuring a human eye and a bee. As companies began to realize how creative logos could be the moved away from just standard text and put more thought and personality into branding their businesses.

In the 1970s, computer-generated imagery (CGI) and computer-aided drawing (CAD) technologies were developed, and with the 1990s seeing Photoshop become available, graphic design tools were more readily available.
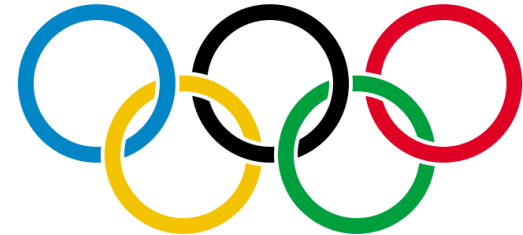
Logo Designers:

Frank Mason Robinson

Robinson designed the first Coca-Cola logo in 1885. Note the iconic colours and scripted writing that is still used today.

Pierre de Coubertin

In 1914, Pierre de Coubertin design the Olympic flag. This was one of the first "cultural" logos ever designed.

Milton Glaser

In 1977, Milton Glaser designer the I heart NY logo for a marketing campaign for the New York Department of Commerce.

Key Literacy Vocabulary:

Logo – a symbol or other small design adopted by an organisation to identify its products and services.

Brand – the means of promoting a particular product or company by means of advertising and distinctive design.

Design – the process of visual communication and problem-solving through the use of typography, photography and illustration.

Digital – work produced using digital media, such as a computer using Photoshop.

Mood – the general atmosphere, or feelings that a work of art generates.

Style – relates to a distinctive appearance, typically determined by the principles to which something is designed.

Annotation – written response to artist work or style, can include your own personal response

Move Tool - the move tool allows you to move a selection or entire layer by dragging it with your mouse.

Relevant Images:

Evolution of brands over time

Sep - Oct 1998

Oct 1998 - May 1999

May 1999 - May 2010

May 2010 - Sep 2013

Sep 2013 - Aug 2015

Aug 2015 - ?

McDonald's FAMOUS BARBECUE 1948 | 1953 | 1962 | 1968 | 1985 | 2003

1976 | 1977 | 1998 | 2001 | 2007 | Today

GianniVersace 1980 | GIANNI VERSACE 1990 | 1993 | VERSACE 1996 | 1997 | VERSACE 2008