

Evolution of Logos

1. Apple Computer Inc

Whatever machine is yours, you just know Apple. The logo has an interesting story, the first ever Apple logo was designed by Steve Jobs and Ron Wayne and depicted Sir Isaac Newton sitting under the fabled apple tree. Later, in 1976 it was replaced by a rainbow “bitten” apple designed by Rob Janoff. Though there were lots of versions on the meaning of the bitten apple (Adam and Eve story, homage to Turing’s suicidal death, etc.), the designer himself states that he made it bitten just to make sure people wouldn’t mistake it for a cherry.



2.

2. Coca Cola

The Pepsi killer. The cursive script logo is a globally recognized trademark known by almost every single intelligent creature. The logo was designed by Frank Mason Robinson in 1885. And was far from what it is now.

1885

COCA-COLA



Coca-Cola

Coca-Cola



Coke Coke



Coca-Cola

today

3. Google

Google is the best search engine ever. Period. Every single computer user know the rainbow logo. Started as a research project by Stanford University students Sergey Brin and Larry Page, Google became the search engine number one. At first, in 1996, designed by a fellow alum Ruth Kedar, its logo was very different from what it is now. Then it underwent dramatic changes and became what you see today. And you all know the Google Doodles, variations of the original logo they use to pay homage to big historical dates and events.

first and never published



today 4. I

4. McDonald's

Another American icon. When I see the golden arched "M" on the street I get positive signals from my stomach. I don't know whether we love the macburgers for the logo or the logo for the burgers... At first, there was a chef named "Speedee". Later, in 1962 the arches were introduced and created by Jim Schindler. In 1968, the name "McDonald's" was adjoined with the original logo.



5. Mercedes Benz

The Mercedes company changed the history of cars. Today, Mercedes symbolizes class, style and personality. The 3-point star was first created by Gottlieb Daimler and featured in 1909. The logo has underwent slight changes since then.



6. MTV

MTV has been entertaining us for almost 30 years. And we all know the big “M” with a “tv”. Although the logo is varying in its “dressing” depending on where you see it, the main concept remains the same since the day one. Originally it was created by Frank Olinsky along with his team at Manhattan Design in 1981. It had that “Music Television” caption at the bottom, which was removed recently.



7. Nike

Oh well, I love Nike shoes and the logo! If you find someone in the contemporary world who doesn't recognize the Nike logo (a.k.a. the "Swoosh") you can spit into my face for real. The logo concept was developed and designed by Carolyn Davidson, a freelance graphic design student, back in 1971. She was paid \$35 for the work (OMG!). But later, in 1983, the Nike founder Phil Knight invited Carolyn to a company lunch, where he presented her a diamond ring with an engraved Swoosh and an envelope with undisclosed amount of Nike stock in it.



8. Pepsi

The modern Pepsi logo is absolutely not what it was at the beginning. Changed so many times since first featured in 1898 by Caleb Bradham, the company founder. Today's Pepsi logo was created in 2009 by Arnell Group and cost \$1000000 (!). In my humble opinion, they'd better stay with the previous logo that we all recognize so well *just as well*.

