

The development of a logo

Logos are used to identify **brands**. The best logos are instantly recognisable

Logos form part of the **visual identity** of a brand

Logos develop and change over time

For example...

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1906

The Pepsi brand dates from 1893, although the name Pepsi was first used in 1898

The 1906 logo was the first to be really eye catching

Note: Coca-cola (est. 1886) used a black and white logo until the 1940s

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1940

A change in typeface to a simpler, more streamlined look for the logo

It still uses just lettering and a single colour at this point

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1940

Colour used for the first time - the red white and blue of the American flag on the bottle cap to show the company as a patriotic brand

The typeface stays the same

The development of a logo



1962

A new and much bolder typeface

The change in typeface makes this look more modern

The bottle cap background has been kept, but the logo would have been used in newspapers, at cinemas and on billboards

The development of a logo



1973

The obvious bottle cap is gone, although the circular design for the main logo is still there

The white stroke around the circle replaces the cap

Background colour - including a lighter blue - is added

The development of a logo



1991

The typeface has changed and the text is moved out of the circle for the first time

The italic lettering (on a slant) is supposed to look more modern

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1998

The red box in green and replaced with blue - with some highlighting around the circle which produces a colour gradient effect

The lettering uses **drop shadows** to make it appear 3D

The development of a logo



2003

A new typeface which tries to be more modern again, with even more drop shadow to create a 3D effect

Shading on the circle creates more 3D

A light blue stroke around the circle logo appears and the gradient background is improved

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PEPSI®

2006

The background colour goes away

Even more drop shadows and a stroke with a hard edge around of the lettering makes it stand out

Droplets on the circle logo give the idea that the drink is ice cold - exactly as you'd want it

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2008

After only two years there's a massive change in the logo

This is very minimal - just the shape and the word pepsi - all in lowercase letters

The typeface is much thinner and more curved - a quite modern look

The development of a logo



2013

The only change here is the stroke around the circle logo has gone

The shape of the three colours - first introduced in 1940 - changed in 2008 for the first time with the white section put on an angle

Which version of the Pepsi logo do you prefer? Why?

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If you're interested you could look at how other brands have changed their logos over time

Can you find some examples of brands that made changes that didn't work?