

# Prominent American Logo Designers

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# Iconic Logos

- For a logo to be effective it should be simple, not complicated
- It should never look 'dated'
- It should always improve the image of the company

# The Nike Swoosh Logo

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Simple, yet clean



# Saul Bass

Known for many of the most iconic logos in North America



# Can a Logo Change & Still Succeed?

Original design by Saul Bass



Minolta Logo

1978 Original

2003 Redesign  
*Designer Unknown*

# YMCA

- There are over 45 million members representing 125 national federations throughout the World Alliance of YMCAs.
- The Motto: "Empowering young people."
- Founded on June 6<sup>th</sup>, 1844 in London

## THE HISTORY OF THE Y LOGO



**1881** – The Ninth Conference in London approves the first Y logo, which highlights Y values by featuring a reference to John 17:21: “That they may all be one ... as We are one.”



**1891** – Luther H. Gulick, M.D., proposes a red triangle as the Y symbol. The equal sides of the triangle stand for “man’s essential unity, body, mind and spirit, each being a necessary and eternal part of man, he being neither one alone...”



**1895** – The annual convention of the U.S. and Canadian Ys authorizes adding the triangle to the old World Alliance Insignia.



**1896** – The logo is simplified and a second ring is added. It is said the second ring represents friendship and love without end among individuals. This remains the Y’s official emblem.



**1897** – The everyday logo from 1897 to 1967 is the red triangle.



**1967** – The Y creates and trademarks the logo with the triangle and bent bar.

## INSIDE OUR NEW LOGO

The Y's new visual system reflects our true identity: a caring, people-oriented organization that is devoted to the cause of strengthening communities. Our refreshed logo, for instance, is bold, active and welcoming, suggesting our determined commitment to social progress. Plus, the many colors reflect the vibrancy and diversity of our communities and activities.



### Bringing it to Life....



Please note: To request images of the Y logo, please contact [media@ymca.net](mailto:media@ymca.net).



# Saul Bass

The image shows the Kleenex logo as it appeared in the 1980s. The word "Kleenex" is written in a dark blue, bold, sans-serif typeface. The letters are thick and blocky, with a slightly irregular, hand-drawn quality. The 'K' is particularly prominent, with a large, solid triangular shape on its left side. The 'e's are rounded and full. The overall impression is one of strength and stability.

1980'S Design by Saul Bass

The image shows the redesigned Kleenex logo from 2008. The word "Kleenex" is written in a dark blue, cursive script. The letters are more fluid and connected than in the 1980s version. The 'K' is still prominent but has a more elegant, curved shape. The 'e's are more open and airy. The overall impression is one of softness and approachability.

2008 Redesign  
*by Sterling Brands*

# Saul Bass



1963



Tweaked in 1999

Alcoa

# Saul Bass



Lawry's

1978 Original Design

3D Version  
*Designer Unknown*

# Saul Bass



1971 Original Design by Saul Bass



Changed in 2010 by Wallace Church

# Saul Bass



1986 Original Design by Saul Bass



Changed in 2005 by [Interbrand](#)

Milton Glasser



# Coca-Cola Logo

- The famous Coca-Cola logo was created by John Pemberton's bookkeeper, Frank Mason Robinson, in 1885.



*Coca-Cola*®

# Rob Janoff — Apple Logo

The Famous Rainbow Apple logo was created in 1976 and was used until 1998.

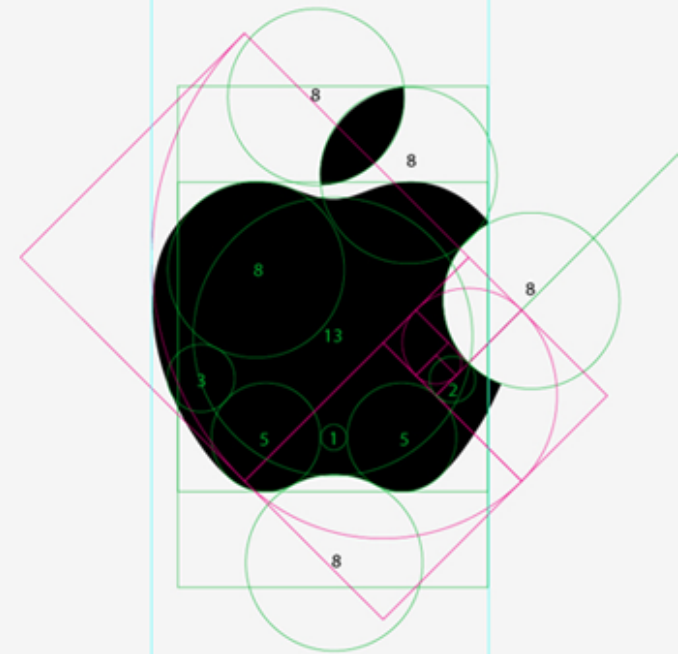
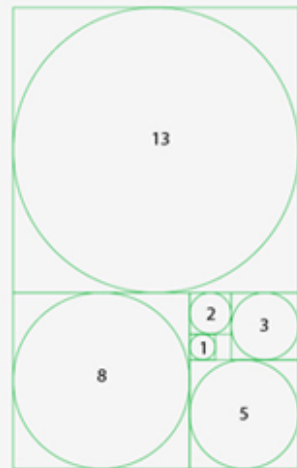
*The 10<sup>th</sup> Official Logo In 13 Years*



**Back** to the future.



# First Apple Logo



# Apple Logo Redesign??

“The old logo was way too complicated:

*“Leaf, apple,  
apple, leaf;  
the eye never knew  
where to focus.*

The solution is pure Apple. Or, I should say, pure leaf.” ...

*..... explains a graphic artist inside Apple.*



# Possible New Apple Logo

Jonathan Ives:

*“In the mobile age, we need to shed, not add.*

*We’ve shed 24% of the iPhone’s bulk, we’ve shed Flash, and we will now shed the bulk of our logo.*

*The leaf says all we need to say.”*



## Paul Rand — 1914 to 1996

- Known worldwide for his corporate logo designs
- One of the originators of the Swiss Style of Graphic Design

# Paul Rand Logos

Four logos utilized during its 102 year history

The latest in 2003 when the company went global due to their global rebranding initiative



1961



2003 FutureBrand: A Global  
Branding and Marketing Company  
*taking 2 years of research*



IBM®





# Landor Associates

