

Alejandra Marquez
February 19, 2020

COMD 1257-D154
Professor Trofimova

Logo Essay

Everyone might have grown up along with a well known company, Walt Disney. Walt Disney is known for a few popular classic movies, The Lion King, Snow White, Beauty and The Beast and Bambi (just to name a few) but at the start of every Walt Disney movie, the Walt Disney logo appears. Disney is very popular among children and adults and they are recreating some live action movies like Mulan. It is confirmed that the live action movie is coming out on March 27, 2020. In the Walt Disney logo Cinderella's castle is shown behind the 'Walt Disney Pictures' font with a star flying over the logo.



The logo as seen above is not the original logo Walt Disney created. In fact, the first and original logo showed Mickey Mouse's profile. As technology advanced throughout the years it wasn't until 1955 when the logo went under transformation and became the logo as seen above up until 2006. According to the website, logomyway, the article named "*The History of Disney and*

their Logo Design” they state, “ Yet again, when animated, this logo shows the advances Disney has made in animation and touts the technological capabilities of the company. The current logo, both animated and unanimated, also serves as an immediately recognizable symbol of Disney and all the wonder that the company has come to represent.”. As the years go by and new movies release the Disney logo changes in some movies while in others the logo stays the same.



The Disney logo that we are more familiar with is the logo shown above. According to the website, Logaster, the article “ *The Walt Disney Logo*” they state, “ The current logo of Walt Disney Pictures aimed to change that. The castle is given incredible detail such as balconies, windows and even a moat. This picture serves to be even more eye-catching to the average viewer and, like the original logo, serves as an example of the technological abilities of the company.” The website, TurboLogo, the article “*The Walt Disney Logo History*” they state the following, “But there is another important detail of Walt Disney company logo. It is the author's signature, and regardless of frequent changes in Disney's name variations, his initials remained the same”. Regardless of the amount of times the logo changes, we can all see that the font used for ‘Walt Disney Pictures’ still remains the same because it is Walt's signature, a signature so iconic that the company cannot retire it.

The Walt Disney logo can be found in the beginning of every Disney movie and throughout their partnered television networks. According to the website, "*The Walt Disney Company*" under their "About" tab they talk about networks they use to be able to connect to the audience, "Media Networks is the primary unit of The Walt Disney Company that contains the company's vast array of television networks, cable channels, associated production and distribution companies, and owned and operated television stations across two divisions – Walt Disney Television and ESPN." The Walt Disney Company confirms the two networks or "two divisions" as they call it that they use are Walt Disney Television and ESPN. Under the Walt Disney Television, they have the following (a few to name) networks; abc, Freeform, Disney Channel, Disney Junior, Disney XD and National Geographic. These networks bring the attention of their younger viewers/audience. It's connecting them because these networks provide Disney content for them. Through ESPN, they are connecting to a much older audience, the adults.

The person who designed the Walt Disney logo is no other than the man himself, Walt Elias Disney. The logo consists of his own signature but what makes it more interesting is that Walt changes the style of his signature various times. After Walt's death, the Walt Disney logo has changed, meaning the signature we now see is not Walt's signature but of another person. The outcome of having a wide variety of handwritten Walt Disney logos is as stated, " Disney signatures are tough to authenticate because of this and due to the fact that multiple studio employees were authorized to sign his name to memorabilia, comics, and more. The end result is a wealth of slightly different handwriting samples" according to the website, "*Mental Floss*" under their article called " What's Going On With The 'D' In the Disney Logo". Walt's signature is no longer as magical when he was alive because instead of sticking to the same style signature he chose to embrace a wide variety of signature styles for his logo.

In conclusion, many people who love Disney may or may not know much of the Walt Disney logo and how the logo isn't the same as before. A few or handful of people know about the castle behind the logo being constantly changed but they don't know about Walt's signature which is different. Disney is much loved among the younger and older audience, Disney brings love and warmth to everyone. Disney spreads magic and hope among the audience and never fails to bring in more magic.