

A company or brand's logo can be a defining factor. A logo should attract and move the viewer. It should be strategically made in a way that sticks in the viewers head, whether it is a simple design or not. DC Comics has been in a staple in the comic book industry. Not only for their books, movies, and shows, but also for their iconic logo. Almost anyone can recognize their logo. But how did their logo come to be? What changes did they make to their logo over the years?



DC Comics' logos all have one thing in common, they all have "DC" on them. The "DC" stands for "detective comics" which was one of their more popular and still ongoing comic book series featuring Batman. Although DC Comics began around the late 1930s, their first logo debuted around 1940. It was an extremely simple design. It consisted of two black letters, "D" and "C" around a black circle with no background and no fill on the letters. Around the logo there was an outer circle which had the words "A DC Publication." In 1942, the logo was updated. Not many changes were made aside from a drop shadow added to the "DC" portion as well changing "A DC Publication" to "A Superman Publication."



The next change came around 1949. This change was known as the “Superman part 2”. Much like the previous design choice, they kept the superman part in. However, the logo was no longer plain black and white. Red was incorporated into the “DC” and the “Superman” part of the logos. The designers decided to remove “A Superman Publication” and incorporate “National Comics”. The 1960s brought life to the DC Comics logo. DC decided to add characters into their logos. The 1960s brought batman into their logo, While the logo was in front of a chess board style banner. The logo remained for a few years before switching batman for superman.



In 1970, the new addition to the DC Comics logo changes featured a small drawing of superman over the letters “DC”. Once again, the designers removed “National Comics” and added the word “superman”. They also finally added a background color which was yellow. “DC” was no longer red but was switched back to its tradition Black font color. Two years later DC Comics designed a logo with little to nothing at all. The entire previous logo ideas were scratch and all that remained was the letters “DC” but this time, they were back to red and had a font that featured a block style look with a no-fill circle around it. Although this design did not consist of much at all, the block letters led to their next logo that really became a staple to the company.



The DC Bullet is one of the most iconic logos in the comic book world. A blue circle with 4 white stars around it, followed by a slanted blue “DC” with white outlines. This logo may have looked simple but it had a powerful effect on readers. The logos simplicity became engraved in readers minds making it unforgettable and iconic. The logos received positive feedback from readers, which resulted in a long run for the logo. DC comics previous logos did not last more than 8 years. DC’s Bullet logo did its job and did it well enough to last from 1976 all the way to 2005.

By 2005 DC Comics had become to much more than comic books. Live Action movies, video games, cartoons, and animated movies had been established in to DC Comics. DC was no longer exclusive to comics which had resulted to the removed of “publication” and “ comics” in the previous logos that had been created. DC had to create a logo that would look good not only on its comic books, but it's video games, it’s movies, it’s shows and, its merchandise. The 2005 rework of the DC logo had definitely separated itself from the others. DC was no longer looked blocky. The “DC” became

sleek looking and was followed and surrounded by what looks like a trail of a star and the star itself. The color remained similar to the bullet logo. However they used a much lighter blue. The white was kept but became more of a primary color whereas the blue became more of a secondary color.

DC Comics logo continues to change in a good way. The logos are becoming much more comic book friendly and much finer. Times change and designers have to keep up with what looks good to the human eye and what does not. DC Comics has been on a good streak of logos since the late 1970s, hopefully they keep it up.

### **Citations:**

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