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**Nickelodeon Logo History**

Nickelodeon is a well-known media company that pleases audiences who enjoy watching family friendly shows. Ever since their launch, they've become outstanding over the years due to their success of programs. Shows such as “Rugrats”, “Hey Arnold”, “SpongeBob SquarePants”, Rocko's Modern Life” and more gained stellar ratings from viewers during the years of the network's launch. Nickelodeon also introduced live-action shows such as “All That”, “The Amanda Show”, “Drake and Josh” and etc. for both young and older audiences. The network has individual blocks for certain viewers such as “Nick Jr”, “Nick at Nite”, “TeenNick” and “Nicktoons”.

Before the name “Nickelodeon” came into picture, the network went by a different name and that was called “PinWheel”. According to Britannica.com, in the late 1970s “PinWheel” was a children's variety program that aired on a network in Columbus, Ohio. The logo had the word pinwheel along with a tiny pinwheel attach to the letter P. It was used from December 1st, 1977 until 1979. It was purchased by Warner Cable and was rebranded in 1979 under the new name “Nickelodeon”. In 1979 the network's logo changed and had a black colored Slab-serif type font with a suited man resting on it. It only lasted for a year.



During the 1980s the network had another makeover of its logo. When watching a video from YouTuber “Saberspark”: “What RUINED Nickelodeon”, Saber said “The old logo was ditched and was replaced with the orange splat with the balloon font”. However, what I found out from website “Logopedia.com” they showed the balloon font logo but without the orange splat. It also showed a sliver ball behind the font. Also the word “Nickelodeon” had a rainbow color on it. That logo lasted throughout the early 1980s until the year 1984. It wasn’t until 1984 the network’s logo kept the balloon font but without the sliver ball, along with changing the font color from rainbow to white or orange. They also created new jingles and IDs for the network to give it a fresh look. Believe it or not, it worked! It appealed a lot of young viewers. Another logo was used along with the balloon font. They had numerous silhouettes with the word “Nickelodeon” as well as the “splat” design which we would often see. Those logos lasted from 1984 until 2009.

It's been nearly a decade since Nickelodeon aired and has been a huge success. But as the infamous saying from Geofrrey Chaucer, “All good things must come to an end”. Unfortnately for Nickelodeon, most of their high rating shows where discontinued. Now they've brought in other live-action shows and cartoons onto their network but most of them received poor views. Furthermore the network did its final change to their logo. The network got rid of the balloon font and changed it to a boring orange colored “Bauhaus” typeface. That newer version of the network's logo was released in 2009 and they still use it today. 

What I've learned from writing this was “Nickelodeon” was under a different name. I didn't know about the 3 previous logos the network used. I remembered the iconic balloon font splat logo that has been oftened used for many years until they changed it in 2009. I miss seeing that logo. It brought back many memories. I doubt Nickelodeon's logo influenced other companies' logos to change. Another thing I've learned was how “Nickelodeon” got its name. From what I found out from www.retrojunk.com the excutives of the network were trying to come up with a name that resonated with children. Creator of PinWheel, Sandy Kavanaugh, said “ The name of the network (PinWheel) had come from Vivian Horner wanting me to come up with a list of possibilities. Everybody was suffering over what to call it. I came up with a list and Nickelodeon was my favorite. A lot of the other names we came up with were bad”. Gus Hauser, the person who came up with the network's name said this, “We had an outside firm who counseled us on various names we could use. At the end of that session, I sat in the room and one of the things on the list was Nickelodeon. I said, “Let’s do Nickelodeon.” And that was it”. What I've also learned that the term nickelodeon is a theater where a film or variety of shows could be seen for the price of a nickel. Ironically the network does the same without charging anybody a nickel. Lastly, the main things I learned about Nickelodeon was that the people in charge were experimenting. They were experimenting to figure out what would appeal to viewers like us. This goes to show that trial and error really pays out.

1977-1979: 

This logo uses an oblique type of font with a pinwheel on the left to the letter P, along with a switch on the right to the letter l to power the pinwheel.



1979 -1980:

This logo uses black colored Slab-serif typeface and has a man looking into a keintoscope within the letter N.



1980 – 1984:

The logo uses“Balloon” typeface with rainbow colors and a sliver ball behind it.

1984 – 2009: 

The logo uses “Balloon” typeface with orange colors.

2009 – present: 

This logo uses “Bauhaus” typeface with orange colors.

Source(s): http://www.retrojunk.com/community/post/index/52319#post700153

 Logopedia- http://logos.wikia.com/wiki/Nickelodeon

<https://www.britannica.com/topic/Nickelodeon-American-television-channel>

Saberspark: “What RUINED Nickelodeon?” <https://www.youtube.com/watch?v=r-seeo7gJF0>