

## SAMSUNG

The ambitious Technology company that we all know and maybe love is (founded by Byung-Chull Lee in Taegu Korea) Samsung Sanghoe, which means “Three Stars”. The name of Samsung and the first logo was inspired by three Korean gods of fortune which were Fu (Prosperity), Lu (Status), and Shou (Longevity) which were taken from the divine lore of Sanxing. The current logo is supposed to represent stability, reliability, and corporate social responsibility. (huge transitions in shape to be noted)

The First Logo created in 1938 was created with the intension to bring their products more out to the public with resources like wheat and grains to show provisions. The second logo for Samsung created in 1969-1979 was created for the start of the television age and their rapid expansion in electronics which was in the millions. The square shape that encases the three stars represent the surpluses in televisions. The third and fourth logo created in 1980-1992 was aiming for simplicity making it less busy with the three stars making a great use of negative space leading up to the next one making it more unified and complete with a wider sans serif font Samsung logo text. The red in that logo was made to express the start of color in their technology.



Finally, the current logo that use today was mixture of some of the old elements in 1980-1992 logos but with a twist, the blue ellipse shape that represents the universe, their undying will of ambition that constantly rises for the challenges ahead, and successes. The Fonts name for the current logo is SamsungOne font and they

applied the use of negative space for the Samsung name to make it stand out, so it can be remembered. The Current moto for Samsung is "Inspire the World, Create the Future".

Another thing to be noted about Samsung was their efforts of expanding from a grocery trading store to a large producer of electronic devices. It was founded By Lee Byun-Chull and he started his business in Taegu, Korea being a trader of noodles and other goodies produced in and around the city being exported to China and its provinces. After the Korean War, Lee's business grew in mass with textiles along with the largest woolen mill in Korea helping the industrialization of Korea after the war. With that in his grasp it benefited his business also being accompanied with Protectionist policies in the Korean government protecting businesses from competition and giving easier financing which led to rise of Samsung.

Sources:

<https://www.britannica.com/topic/Samsung-Electronics> Origin of Samsung

<https://i.pinimg.com/564x/58/a8/d4/58a8d4a758fd8ce52d74b5f9c7d4d410.jpg>

Samsung image location

<https://www.fineprintart.com/art/the-history-behind-the-samsung-logo> reference to Samsung logo

<https://en.wikipedia.org/wiki/Samsung> more of the meaning of the logo

<https://www.samsung.com/us/aboutsamsung/vision/vision2020/> motives for Samsung

<https://news.samsung.com/global/20-things-you-didnt-know-about-samsung> additional facts about Samsung

<http://1000logos.net/samsung-logo/> Samsung logo history source