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<u>FedEx Logo History</u>

-About The Company:
- Federal Express is a national delivery service in America that was founded in 1971.
- They shortened the name to FedEx in 1991.

-Colors: Their original logo was blue, white, and red. The current one is purple and orange.

-Typeface: Since launching the company has had three logos, all using sans serif typefaces.

-Year Created: The 1991 logo presented FedEx's new abbreviated name, however it still possessed the same colors and custom round sans-serif font from 1971.

-Designer: By 1994 FedEx seeked to rebrand which resulted in the creation of their latest logo, designed by Lindon Leader.

-Meaning: This current logo uses Futura, yet the "x" letter is from the typeface Univers 67. This was done to create form the famous arrow between "e" and "x" in the FedEx name.

(Source: https://www.fineprintart.com/fedex-logo-history/)