



## Behind The Logo By A. Sewell

In 1978, a chain of megastores was born. I refer to this chain as a “monster”. Although this monster was no giant, flesh-eating cuboid, its well known image was in fact part inspired by an object with the features on a rectangular prism. This entity may or may not be connected to the disappearance of your local hardware store (Paul Nj.com), but will ship most construction and home improvement supplies valuing \$45 or more to your doorstep for free (Hassle-Free Online Shopping, Homedepot.com). The big, orange monster is known as, The Home Depot.

The Home Depot’s most recognizable feature is it’s orange square displaying its name in a stenciled serif typeface. The name is also in an ascending manner to embody and promote the direction of success. The commonly known stencil font complimented the idea of a depot where freight boxes marked with the words, “fragile” are housed. The goal of the company was to build megastores for supplies in the applications of home improvement and construction.

Founders Arthur Blank and Bernard Marcus teamed up with Canadian designer, Don Watt to design the company logo. The bright orange used ultimately beneficial for the brand at large. According to a psychological study, the color orange promotes productivity as well as concentration. The color was also to be associated with affordability being that tools and accompanying supplies aren’t cheap. This mindset of frugality was also present in the design when in order to cut costs on electric signage, handpainted signs were made on bright orange circus tent canvas. The white painted lettering is low overhead and less time consuming considering a stencil just needs to be filled in.

Many sources mention Don Watt and the founders who also consist of Ron Brill and Pat Farrah to be behind the design when in fact, Gerry Powell is the person who physically designed the font used in the logo while Watt, Blank and Marcus conceptualized it. This font is called Stencil D and according to the pantone matching system, the orange is PMS 165. Here are some runner up logo ideas (Before The Orange Sign Homedepot.com)



Photos: Courtesy of

<http://builtfromscratch.homedepot.com/home-depot-brand-logo/>

Although the original name was to be , “Cash Savers”, The Home Depot name and logo have remained the same since 1978 and I feel that ode to tradition is rooted in their slogan, “More saving, more doing.” Like most chain companies, that slogan was presented by The Home Depot’s marketing team in 2009. The stencil by designed creates perfect letter which in turn can be interpreted as the consumer can construct and repair just like a professional.

In the early years of the 21st century, I’ve noticed a decrease in locally owned hardware stores. Apart of this could be connected with most stores’ inability to compete with the convenience of online shopping. Some people associate the defuncting of local hardware supply outlets with The Home Depot. Whether this is true, in some patron circles the “Big Orange” monster is to be of a public enemy which ironically shares a similar font like that of the logo of rap group, Public Enemy which will be discussed in the extra credit part of this report. Although, there’s no record of the two brands influencing one another’s logo, I couldn’t help but to play the, “where’s the connection” game and make fun social commentary.

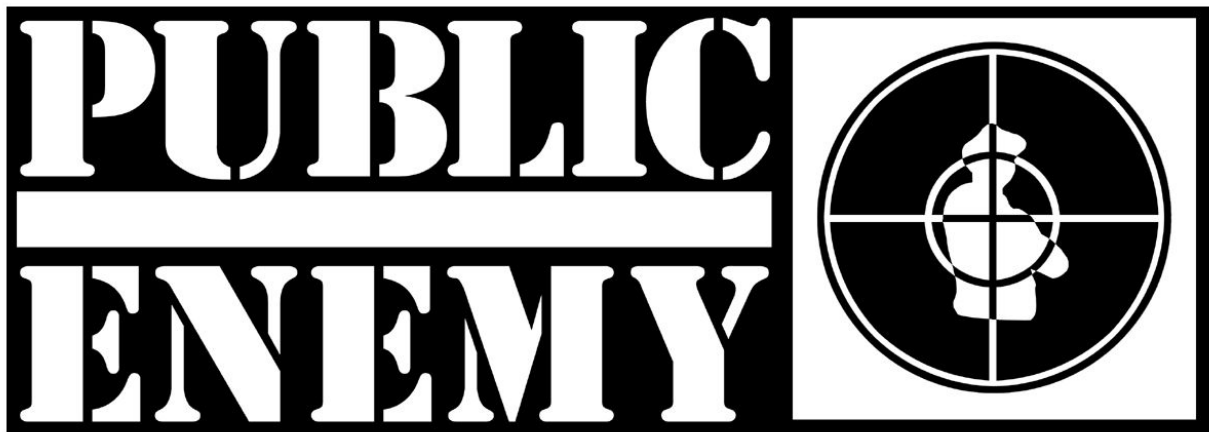


Photo: Courtesy of

[https://en.wikipedia.org/wiki/Public\\_Enemy\\_\(band\)#/media/File:Public\\_Enemy.png](https://en.wikipedia.org/wiki/Public_Enemy_(band)#/media/File:Public_Enemy.png)

The rap group started in 1982 during a time in which the black american experience continued to struggle with the obstacles and standards set by society. The logo consists a silhouette of what looks to be a man in a cross-armed head-tilted “b-boy stance”.The hat worn by the silhouette figure is the same type that Run DMC wore who were another rap act during 1986, around the time the logo was made. This image is behind the crosshairs of a scope which is usually attached to a weapon. This illustration was translating that the black man was a target. Next to the graphic, read the group’s name which is a play on an old article regarding property claim policies and slaves within the constitution. This constitution considered slaves (most being black), were 3/4 of a person . According to the group's frontman Chuck D, black people must be the enemy if the constitution is a public document. Supporting the point of the message, the words, “enemy” are beneath the words, “public”.Chuck D received a B.F.A. in graphic design from Adelphi University in 1984. The goal to promote cultural awareness through filterless spoken word was as straightforward black and white as the colors used in their logo.

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