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FedEx Logo Evolution



NEW



OLD

FedEx is one of the most widely renowned logistics services companies in the world. It specializes in shipment of goods from one country or city to another. Its famous logo was categorized as one of the 8 best logos of the world according to the Rolling Stone magazine. The logo has achieved over 40 awards internationally.

The FedEx logo is very simplistic but yet modern and it gets straight to the point. I picked this logo because of its simplicity. When you first glance at the logo, all you can really see is the word "FedEx." However as you stare at it again and again you start seeing more objects in the

design. In this case, you can see that the negative space left in between the letter "E" and "x" creates a white colored arrow. This was done intentionally of course. Another way that this logo uses negative space effectively is the little space left in between as the letters "e" and "d" intersect; this negative space looks like a white colored spoon being held sideways.

FedEx's logo design is very successful because it gets its meaning across and also the way the typography was laid out was very clever. Lindon Leader was the genius behind the design, he created this piece while working as senior design director in the San Francisco office of Landor Associates. He used the kerning very efficiently so the negative space left would create shapes. FedEx's current logo was created in year 1974. Before this logo, there was only one more and in the previous logo the words weren't abbreviated. Color scheme was also very different. Today's logo looks way more appealing because of its color and way everything is laid out. The font used to create this great piece was Futura Pro Bold.

The FedEx logo manages to work on a number of levels. Its first logo sought, and succeeded, in capturing a lot of government work. This made a huge difference in the profits of the company, propelling them to the top. They then followed up on that success by introducing a very clever

logo that had quite a bit of hidden depth within in. Also, FedEx has worked hard to become an international presence increasing their brand awareness across the world.

Links:

1. <http://www.toxel.com/design/2010/06/09/24-cool-logos-with-hidden-symbols/>
2. <http://www.fastcodesign.com/1671067/the-story-behind-the-famous-fedex-logo-and-why-it-works>
3. <http://www.famouslogos.us/fedex-logo/>
4. <https://www.logaster.com/blog/fedex-logo/>