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Logo research project

Marvel comics is a publishing company of comic books. It has many popular characters such as Spiderman, iron man, captain America and many more. Just like every company a good logo is a must for a successful company because it's what represents them. Marvel's logo has changed many times throughout the years. The two main colors are red and white which is in a few of their past logos. Some of the earliest logos were usually just one color. The very first logo was created in 1939 when Timely comics teamed up with Marvel. The logo was written in a circle which was in a square, there was a lot going on but it worked. From 1940-1960 Marvel had their name printed in a fun comic font to attract more readers. Then from 1970-1980 it was only changed slightly with there being brighter.

A drastic change in their logo was when the company name was changed to Marvel Entertainment from Marvel Comics. In 1980-1990 it was changed to just the word Marvel featuring Iron man, Captain America, and Thor in the background. Marvel Entertainment was sold a few times, first when Cadence Movie Industries sold it to New world pictures for $82.5 million. In 1989 it was sold again to billionaire Ronald Perelman and his company MacAndrews and Forbes Holdings. From then on the logo was kept simple. In 1990-2000 it was just Marvel in white letters with a red background. Present day the logo is exactly the same except it has Now added next to Marvel. In Marvel movies there are two logos that are used, one that says Marvel studios and one that is the plain Marvel. They were both animated inside the letters.

