

H&M Logo



H&M is one of the world's most famous clothing-retail companies, it works in more than 60 countries around the world. known for its fast-fashion clothing for men, women, teenagers, and children. The company was founded in 1947 by Erling Persson

In 1947, the company was just registered and named Hennes which means hers in Swedish. Until 1968, the company's founder Erling Persson purchased another store and he changed the name to Hennes & Mauritz. Later in 1999, the logo of H&M changed a little bit.

The H&M logo is very simple and minimalistic. It has the letters "H" and "M" with an ampersand in between two-letter. The company is popular because the logo of the company is simple and easy to remember. The two letters united with the ampersand are

supposed to appeal to the young buyer. According to the company, most of its clients are people under 30.

The logo of the company is in a red background. The red makes the logo stand out in spite of its simplicity. The red color represents passion, youthfulness, and energy.

Designers created a custom italic typeface for the letters in the logo. He made the bar of letter “H” a bit wider than in most standard fonts.

<https://1000logos.net/hm-logo/>

<https://en.wikipedia.org/wiki/H%26M>