

Cristofer Rodriguez
Profesor, Goetz
COMD1112
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SHELL

Shell is one of the biggest oil companies in the world and if it wasn't for Marcus Samuel who decided to develop his business in London in 1833, Shell wouldn't be the company it is right now. Marcus Samuel sold antiquities at his time, but also wanted to try and sell Oriental seashells, capitalizing on their success in the interior design industry. This was so demanding that the shells were imported from the Far East and laid the foundations for an import-export company which would finally become one of the world's leading energy firms. When Senior Marcus Samuel died, Marcus Junior and Samuel, who started expanding the company in 1870, transferred the business to his two sons. In the 1880s they were especially interested in oil exporters, but shipping remained a problem because oil was taken in barrels, leakable and space-saving. In order for the problem to be resolved, a fleet of steamers were commissioned to transport oil in bulk, including that of the Murex, the first oil tanker to enter the Suez Canal in 1892. You may be wondering where did the name Shell come from, well the shell name comes from seashell imported from the Far East by Marcus Samuel Senior in the late 19th century. When his sons Marcus Junior and Samuel looked for a name for the kerosene, they chose Shell.

One of the most recognizable symbols worldwide, though, Shell wasn't always yellow and red, originally the logo was black and white mussel shell. The black and white pattern theme for the logo was trademarked in 1900 and is the oldest of Shell's 22,000+ trademarks. There are several hypotheses on why the logo has changed from a mussel shell to a scallop. One hypothesis notes that it was the idea of a businessman who smuggled kerosene from Shell to India. His family had three scallops in his coat of arms.



1900



1904



1909



1930

Over the years, the form of the Pecten has steadily improved. Color was introduced in 1915, first appearing at service stations in California. It may well have been Mr. Graham's choice of colors again; as a Scottish man, he would have been partial to the red and yellow colors of the Royal Standard of Scotland. Alternatively, the corporation may have opted for red and yellow as Spanish colours, echoing the origins of many early Californian pioneers, as well as the pilgrimage of Graham's forefathers. Not only did red and yellow make Shell stand out, they are also the colors of Spain, the homeland of many early Californian colonists. Perhaps it was hoped that an emotional connection would be established by exhibiting Spanish colours. The alternative hypothesis about Shell's colors was that the Scottish director, Mr Graham, suggested the use of red and yellow as the basis for the Royal Uniform of Scotland. Most of the logos featured tiny features that would have been blurred in small sizes in the days before fax machines and the internet. From the 1950s onwards, the emblem became more and more simplified, improving recognition and memorability.



Most logos contained tiny features that would become distorted at small sizes in the days before fax machines and the internet. The symbol became more and more streamlined from the 1950s on, improving identification and memorability. The logo has become so familiar that, without the company name, it always appears. When paired with a massive marketing budget, this emphasis on the icon in isolation can be made. Consider Nike's swoosh, McDonalds' golden arches, Starbucks' mermaid, Target's roundel.



Le Mans, 1966 with the Shell emblem on the back in the forties, the brand name began to appear regularly within the Shell emblem, while in the mid-fifties, major simplification began, reaching its peak in 1971. Raymond Loewy designed the logo in 1971, and his shell symbol is still in use today. The logotype was modified in 1995 and now the color scheme used a lighter red and a warmer yellow, but the form remained the same. Also without a brand name, it's one of the best-known logos in the world. Shell continues to work as a multinational energy firm as an expert in the exploration, development, refining and distribution of oil and natural gas, including the manufacture and marketing of chemicals. Shell operates in more than 70 countries with 86,000 workers worldwide as of 2017. The company sold 66 million tons of liquefied natural gas and produces an average of 3.7 million barrels of oil per day. When you're driving around your daily life, it's hard not to pass a Shell gas station or even see one of their delivery trucks on the lane.



The emblem of the Golden Shell was used in the 1940s.

These replica steel signs show vintage Shell gas and motor oil advertisements from about 1923.



The slogan, "The Quick Starting Pair" was very popular with the Shell Oil Company. The ad on This reproduction sign was published in 1927.

You can find those 3 images in the link below.

<https://blog.retroplanet.com/shell-oil-gas-signs-inspired-antique-british-ads/>



<https://fineartamerica.com/featured/old-shell-gas-station-1970s-robert-birkenes.html>

Old Shell Gas Station 1970's



"Shell Gas Station now"



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