

Cameron Scotland

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History and Study of the Supreme Logo

Founded by James Jebbia, Supreme is an American clothing and lifestyle brand which was first established in New York City in April of 1994. The brand is targeted at skateboarding and hip hop cultures, and youth culture in general, but has spanned and received worldwide recognition since it's launch, bringing clothing and various products to a variety of audiences. With influence on other brands around it, Supreme's iconic red box logo propelled the company into a spotlight, becoming a staple and extremely sought after brand in the world of streetwear and pop culture.



NYC Flagship Supreme Store

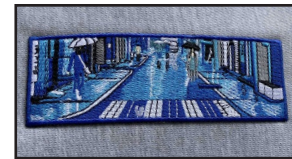
Supreme's logo was first introduced in 1994 along with the store's opening in New York City; Supreme's store sold clothes from different brands popular amongst skaters but still wanted to mark it's opening with something unique for Supreme, thus came the box logo t-shirt. This t-shirt featured a bright red box, with the word Supreme written in it, using 'Futura Heavy Oblique' as it's font. This t-shirt design and logo became the face of Supreme, and to this day is it's most sought after product and style. The logo was designed by a friend of Jebbia's and was heavily inspired by the works of Barbara Kruger, an American conceptual artist. To this day the logo has influenced the likes of other clothing brands such as KITH and Derschutze, who both release 'box-logo' esque clothing.



KITH Logo



Supreme Logo



Derschutze Box Logo Example

Supreme's red rectangle logo with white Type is most commonly seen on a sweater or shirt. But the logo is also frequently modified, whether it adjusting the typeface or the box background. It is also juxtaposed with other graphics. The company frequently collaborates with other artists, companies and clothing lines, allowing its partners to add their own spin and twist to the Supreme logo. Some popular examples of this are Supreme's collaborations with Comme des Garçons, Takashi Murakami, Damien Hirst, Undercover, and many more. Clothing aside, you can also find Supreme's logo slapped onto anything you can think of; They've put it on toothbrushes, motorcycles, Band-Aid's, OREOs, and so much more, the list goes on and on.



Supreme X CDG



Supreme X Takashi Murakami



Supreme X UNDERCOVER



Various Supreme Accessories

Built around hype and the exclusivity of their logo, Supreme's limited releases have kept the streetwear community on their toes for years, always ready to snag up new box logos and obscure accessories that sell out in seconds online. Fans will wait for hours on in-person lines to enter Supreme's flagship store in New York's Soho neighborhood. Supreme remains as one of the largest and most influential streetwear brands to this day, and has truly left its mark in the community with its iconic box logo. Supreme's logo has consistently popped up in unique and creative ways throughout the years, whilst continuing to serve as the face and identity of this highly coveted brand.

Sources

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