

Deric Cofer

## Research Essay

Logos are being create every day. Company usually design their logos as a symbol to show meaning about the company. There are three basic types of logos. Iconic are icons that use imagery ideas to convey a representation of the company. Logo type is using your company name in a unique type font. Combination mark are graphics with both text and an icon. But no matter the type of logo as time pasts, just like everything else in this world, logo evolve. They are becoming more creative, more unique, and most simple. Companies now a day have been making their logos simple. They've been using less colors and fewer details in their designed logo. But sustaining the meaning within the logo. Simplifying a logo can be a good or bad thing, it may affect the company in a positive or negative way. But companies may have reasons for using less details in their logo. Just like the soda company Pepsi, eventually simplifying it to the fullest.

Several popular companies have gone through a wave of changes over the years. The most noticeable change in companies is their logo. Pepsi, a famous and popular soda company is a perfect example of the trend that companies are going for simpler logos. The company Pepsi has changed their logo many times over the year some less detailed and some more abstract. In 1898 (Fig. 1) the first Pepsi logo was created. It fell into the logotype style because it was only letters from the company's name. The font was loose, maybe symbolizing liquid as in a drink. The color of the logo was red, a solid red only. Through 1898-1953 (Fig. 2) the Pepsi logo displayed the word "Pepsi Cola" but in 1962 (Fig. 3) it made a big change. Not only did they simplify the name but also the font it was in. The name was changed to "Pepsi" and this time the

font was very simple, a san serif font and in the color black. Behind the type was their signature bottle cap displaying the colors red, white and blue. In 1965 (Fig. 4) the company made the logo even simpler, the font still the same but now there was no bottle cap behind the logo instead there was a circle with the colors of the old bottle cap but designed in a special way. In 1996 (Fig. 5) Pepsi logo was super simplified. Now their logo was just that signature circle they used, it had no type. The circle showed highlights and dark shadows on it, so it became a sphere. In 2009 (Fig. 6) Pepsi once again super simplified their logo, giving the circle a bit from a different design. The font was different still san serif and simply but now the color of it was blue. The signature circle they always used was a bit different as well, now just a normal circle no longer a sphere but it kept the same colors. This is also Pepsi's current logo, and probably their simplest one too. This strongly support my claim that companies have been making their logos less detailed over the years, Pepsi is just one of the many examples of logo simplification.

Changing or simplifying a company logo can be a good or bad thing It can help the company in positive or negative ways. Some people believe that making a logo simpler is bad but I disagree. One reason people may think this is because some say less details means less effort or ideas. They may say if you make the logo too simple it won't be unique and it won't fully represent the company. Because of the lack of details, it doesn't fully symbolize meaning for the company. Stated directly from [www.logocontest.com](http://www.logocontest.com) "A common reason for adopting a more complex logo is to incorporate more information. Thus, a company conveys not only its name but also its purpose or mission in its logo. Heineken Beer, for example, has its brand name but also Premium Beer on its beer products to emphasize the company's desire to be recognized producing a high-quality product. A more complex logo with interesting design elements may also impress clients." In other words, means consumer get more out of a first impression with a

complexed logo. The website goes on to stated “But complex logos have often been disparaged for providing perhaps too much information. When a logo’s complexity makes it confusing, customers are more likely to focus on the intricacy rather than the brand or information itself.” Meaning that the consumer will most likely pay more attention to the logo instead of the company itself may be causing them to form various opinions without completely looking in to the company. I agree with those claims. While making your company's logo too simple may have some negative outcomes it will also have many positive ones. According to [www.wired.com](http://www.wired.com) many company’s logos started complex and got simple. The website shows that Airbnb when from a white and blue decorated type logo to a simple all red design, as well as PayPal, Bank Simple and Spotify changing from fancy type fonts to a simple unique design. Snapchat also changed their logo from a ghost face smiling with gradient in the background to just a ghost silhouette with no gradient. The website showed a few other examples but all of them have the same concept. There are many reasons why a company would and should simplify their logo. One reason is too much details is never good, fewer details in a design in most cases makes the design easier to understand. Another reason the simpler the logo the better is because when the company sells their products they tend to put their logo on everything in different sizes, different print methods and sometimes different colors. If the logo is simple not only will it be easier to scale to different sizes but also easier to print in various ways and if it’s one color, changing the color will be easy. If the logo is very detailed when scaling and printing it, you are likely to experience detail loss, discoloration or even blurry quality. Furthermore, if you keep it simple not only will people probably understand it better but they will also remember it easier. That's always good for a company's target group to remember the company's logo because that means

when they see it without explanation that they know it's that company. With all that being said I think that the positives in simplification of logos outweigh the negative.

Over all most companies do what's best for the company's benefit and their consumers. With that in mind I believe that Pepsi current logo design was a step in the right direction. I think that the several other companies that are simplifying their logos realize the benefits to a simple logo and they are deciding to make a smart business move, that in the long run will help the company. I think that designs or illustrations are meant to be detailed and well put together but logos are just meant to symbolize the company meaning in the simplest way possible. My logo can kind of relate to my point of companies making their local less detailed. My logo is very simple but it keeps its meaning and uniqueness without having to show too much. The only difference between my logo and Pepsi's logo, is that my logo was always simple and never really went through changes. But in the end, who's to say it will never change and become even simpler, only time will tell.

## Works Cited

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# Figure Reference

Fig. 1



Fig. 2



Fig. 3



Fig. 4



Fig. 5



Fig. 6





