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### The Red Bullseye

Whether you shop there or not, Target is basically everywhere. Not only do they appear on T.V with their commercials, but they are in all types of media as well. You can find their ads almost anywhere. Target is mostly popular because they have a lot of products that cover a lot of departments, and have products that can be best for almost anyone, at any age range. In Target, you can find mostly anything. You can find clothes, shoes, accessories, furniture, and so much more. But Target isn't only famous and popular for the products they sell, or even the sales they have. They are also mostly famous for their logo. Logos are key factor in any industry and Target's logo is one that stands out for multiple reasons. Target's logo is easily recognizable and their logo is just as effective.



Before Target was called Target, it was actually called another name. It used to be called, Dayton Dry Good Company. When people first hear about Target, they don't really know the history behind it.

## The Daylight Store **Dayton's**

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Dayton Dry Goods Company was created by a man named George Draper Dayton. He opened his new store in 1902. He kept going with his store, to his end, where he passed it onto his son George N. Dayton, in 1938. But after some time, George N. Dayton wanted to make a change. He wanted to introduce something new that could change the whole company. For example, the author of *Target through the years*, says that, "The Dayton Company looks for new ways to strengthen relationships with guests, company leadership recognizes an opportunity to develop and introduce a new kind of mass-market discount store that caters to value-oriented shoppers seeking a higher-quality experience" (Target through the years). George H. Dayton wanted to do something risky, but for a bigger cause. He wanted to make his store, a discount store, where shoppers have a good experience. He ended up going through with the change and thus Target was born. The first official Target was actually first created in 1962, in Roseville, Minnesota.

After some time, Target started making a name for itself and soon, started growing bigger and bigger, causing them to expand their stores, across the country.

Along with the birth of the first official Target, also came along with one of the most famous logos of all time, the Target logo. Even though, the Target logo may seem very simple and basic, it is still easily recognizable, among consumers, and in the business industry. The creation of the Target Logo was assigned to Stewart K. Widdess. He was in charged of coming up with a new name for the company, along with a new logo. After about 200 possibilities, Stewart K. Widdess and his staff decided to go with a bullseye logo and the name *Target*. In a nutshell, the Target logo is mostly a big red bullseye. It is a circle, with a really bold red stroke, with a smaller red filled circle placed directly in the middle of the bigger circle. When they are placed together, it gives the illusion of a bullseye, just like the ones they use in archery. When coming up with ideas for the Target logo, they wanted a logo that can easily be recognized by shoppers. In fact, as Lisa Swan says that, Target's choice for picking this logo design was because, "As a marksman's goal is to hit the center bulls-eye, the new store would do much the same in terms of retail goods, services, commitment to the community, price, value and overall experience" (Swan). They wanted to build a relationship with their shoppers, based on services, quality, and their "overall experience" (Swan). With the bullseye logo, they believe that they could achieve all this and in the end, they were able to pull it off. People shopping at Target get average prices for products, good value, and a good experience, and it's just what Target wants.

Ever since it made its first appearance to the public, the Target logo is now one of the most iconic and recognizable logos in our time. Many people praised the logo for how it ties in with the brand name, Target. But many people don't know that there are multiple versions of the

Target logo that came and went. And it all started when Target was first introduced. Target's first logo is really similar to today's logo, but has changed quite a bit since. Even since their first logo, Target had the bullseye.



In 1962, their logo had several, and more, red circles, then it does today. The colors are still red and white, but the red seemed really old and seems like it's faded out. It also has the brand name, Target, slapped in the middle of the circles. This logo lasted for about 6 years, until 1968, where Target made another change to their logo. In this version of their logo, they simplified it a lot, making it only two circles, and adding a brighter red, making it more vibrant. This is the logo, that people most resonate with. Next, in 1975, Target didn't necessarily changed their logo, but instead added onto it. In this logo, they made the bullseye smaller and decided to put their brand name next to the bullseye.



This is where they introduced their Helvetica Neue Bold brand name. They used this version of their logo for quite a long time, almost 30 years, 29 to be exact, until they changed it again. In 2004, they changed it from the name Target name being bigger than the bullseye, to the bullseye being bigger than the Target name.



They did this, because as the author of *The Target Logo*, states, “Target has been so successful at marketing their brand that they feel they can market the symbol itself as opposed to the name. They no longer need to work so hard to ensure that people know where to shop because, just by seeing the symbol, they know it stands for the Target Company” (The Target Logo). And ever since then Target has been using the 2004 Target logo even to this day. But sometimes Target doesn’t always included the “Target” part of the logo, in their ads. They sometimes displayed just the bullseye, and other times they use the whole thing. Target’s logo is super effective and strong enough to stand on its own.



In today’s world, a good logo can play a key factor to a successful company/brand. A good logo should immediately give off a clear indication to who you are as a company, and what you sell. When it comes to logos, Target’s logo is definitely one of the successful logos that achieve both points. Many people would actually preferred the newer simpler designs of the

Target logo, compared to the previous logo designs. This is most likely because we, in the current age, have already adapted it into our culture. In fact, according to the author of *Bullseye Love: The History of Target's Logo*, they say that, “a 2003 Target study found more than 96 percent of American shoppers know what that bold, red bullseye represents” (Bullseye Love: The History of Target's Logo). When people see the a bullseye, they are mostly likely going to think of Target. The bullseye is really indicating a “target point”, like they use in archery. It is something that represented *a target*, literally. We are are so use to seeing it, that we have already installed it into our brains, that a *red* bullseye, can indicate Target's logo.

Throughout the years, Target has experimented with their logo. They had several variations of their logo in the most unexpected places. But one particular variation stands out, compared to the others. Their logo can be found on a dog's eye. And not an illustrated dog, but an actual real life dog. Her name is Bullseye, ironically. Bullseye is a white bull terrier, and has been the mascot of Target since 1999. Bullseye is actually a female, but in the ads, she is often portrayed as a male.



Target used Bullseye because, they want to give their audience a happy friendly feeling, when they see the dog. For example, as Susan Krashinsky, says, “In this way, Bullseye is the perfect symbol for Target Corp. itself: projecting a colourful, friendly image but at the same time guarded, often silent, and maintaining an iron grip on its message” (Krashinky). Here, Susan Krashinsky is saying how Bullseye, the dog, is a perfect match for Target. When people see Bullseye, with the Target logo in her eye, people can get a feeling of appreciation. Some people could admire it by saying cute things, such as, “aww” or “how cute”. But mostly everyone will get a family-friendly feeling, and this is what Target wants. When people experience this joyful feeling, they want people to know that Bullseye is *part* of Target. And they send this message across, with the power of their logo. Since Bullseye is white, the bright red logo can definitely catch the audience’s attention. With Bullseye, representing Target, when consumers see the dog having the Target logo on her eye, they can connect that back to Target, while they still have the family friendly feeling, making them feel good about Target

When people see the Target logo, many people just see it as an average logo and nothing more about it. But there’s actually more layers, as to why the Target logo is, the way it is. When designing the Target logo, they wanted a logo that ties in with the brand itself. In fact, according to the writer of *Target Logo*, they say that, “It would have been a considerably tricky job for the designer to create a logo with obvious imagery” (Target Logo). When designing the logo, their goal was to make sure people were able to know that the logo equals Target. They wanted them to know who they are, and what they sell. But when creating the logo, it also made sense for the brand itself. For example, the writer of *Target Logo*, states that, “During the design process, of this memorable logo, the thickness, of the negative space is ascertained very cleverly and

skillfully, making the third ring on the target” (Target Logo). Here, the author is saying that, how the Target logo is almost-like an illusion. The negative space that the bigger circle has, also creates the third ring, in the logo, giving more of a bullseye look. And it works because, as the author states, “In spite of that, the homocentric circle-within-circle rendition of a target is remarkably effective, simple, and easy to understand for everyone” (Target Logo). Everyone from any age range, is able to understand the logo, because they know that it looks like a bullseye. Target knew this would be the case, and decided to use it.

But the logo isn't the only thing, that went into design process. Even to the choice of color was brought up during the design process. The colors on the Target logo may seem just regular colors to the average consumer, but each color actually represents something. For example, according to the author of, *Target Logo*, they say that, “the red color symbolizes the passion, the purity, and business responsibly of the company, the white color stands for it's nobility, elegance, and prestige” (Target Logo). Here, the author is saying what the colors of the Target logo represents. The red in the logo, represents how passion they probably are. This can most likely be a way to bridge a relationship with the consumers, of honesty and trust. The white in the logo represents the elegance of the brand. They want their shoppers to know that Target's products are clean, good, and on point, in terms of quality. The typeface that Target uses for their brand name is actually Helvetica Neue Bold. Their name can mostly be found under their bullseye logo. Whenever Target ads are being displayed, their brand name is almost never there. They usually only really have their logo in the ads. But even though Target doesn't always use their brand name in their logo, they do have a brand name to display.

As you can see, Target and its logo has a long and interesting story. It started off as a small retail store in Minnesota, and soon evolved into one of the most enormous and successful retail stores, out there. Target has changed their shoppers lives, with their products, and has made an impact in the world of design. Today, the Target logo is so effective, that nearly 96% of U.S. shoppers know what the a red bullseye can equal a retail store, and consumers can even know that a white bull terrier can equal Target, as well.

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