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Logo Research Paper

The Walt Disney Pictures logo is one of the most well recognized logos in the world. The magical castle with a shooting star over it and the song “When you wish upon a star” tells you exactly that the movie you’re about to watch is a disney movie. This logo is about thirty years old. It is unknown who exactly made the disney logo. It might have been someone who worked in the company or it might have been Walt Disney himself.

Walt Disney Pictures have developed their logo many times over the years. The castle logo was first introduced in the movie *The Black Cauldron* in 1985. As a plane blue castle with a white arc over it.



This was the the logo that was seen in disney movies for the next decade. It went unchanged, until 1995 when Disney joined with Pixar to create *Toy Story*. When they made their first computer animated movie.



For the next eleven years there have been many different variations of the disney movie logo for each of the different movies that premiered. In 2006, when *Pirates of the Caribbean: Dead Man's Chest* premiered in theatres Disney showed a 3D more up-to-date type of logo. Also it only took five months for Disney to start making different variations to this logo too.



In 2011, The company dropped “Walt” and “Pictures” from the logo just leaving in just “Disney”. (Mr. Walt Disney would sure not like that if he were alive.) As the years passes Disney Pictures have seem to motivate filmmakers to make new variations of their logo with each new movie.



The Disney movie logo has changed

many times for each movie. For example, a black and white Frankenstein castle for Disney's 2012 *Frankenweenie*. A virtual medieval castle for 2014's *Maleficent*. Also a futuristic city for *Tron: Legacy* in 2010. It's unknown the very steps that are taken to make each of these one of a kind specific logo for each movie or how long. Whoever works for Disney Studios might now. It might have to do with graphics and computers of course.

Even if how they do it is unknown it doesn't really matter, at least to the people who are waiting for the movie to start. A live-action movie of *Beauty & the Beast* has premiered. There is a high chance that this movie will also have its own variation of the movie logo. Now most people are excited to not just see new Disney movie that premiere, but also see if the logo will change once again. No matter how many times the logo changes though it still has a way of seeming even more magical and enchanting for every new generation of children and adults alike. That's why it's so famous from all over the world.

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