

Burger King



BURGER-KING



1954

1954

1957



1969

1994

1999

- The font used in the Burger King logo depicts clarity and simplicity
- The sparkling colors used in the logo are vibrant enough to draw attention of the spectators (Color Theory)
- One of the few logos that were able to maintain their uniformity to quite an extent with the passage of time
- The font size of the 'king' is slightly larger than the 'burger'
- The Burger King logo uses a custom typeface which is slightly rounded but very legible and simple.'
- The logo is in the shape of a burger with the words "Burger King" representing the meat of a burger in between buns.
- The logo is in the shape of a burger with the words "Burger King" representing the meat of a burger in between buns.
- Burger King's first restaurant opened in 1953 as Insta-Burger King. It is a Jacksonville, Florida-based restaurant chain. The logo had an icon that looked like a sun.