

Logo History

We are all familiar with the Best Buy logo if you are shopping to buy anything that is electronic related such as televisions, videogames, and cookware. Best Buy is known for their yellow sale tag. Best Buy modified their logo and how it changed throughout the years.

The Best Buy logo was introduced in 1966, which back in the day was called “sound of music”; it later became known as “Best Buy” in 1983. Best Buy was called the sound of music in 1966-1983. The Sound of Music was in a yellow circle outlined in black, with the company’s name in bold, thick, black typeface. The typeface is uneven which appeals to the eye.



After renaming the Best Buy, the name came to them from the tornado hitting one of their stores. Then, in 1983, the company was renamed because one of their stores was hit by a hurricane and they were selling items from that store, offering them as a “best buy”. The concept was successful and so they renamed the logo and developed a new logo for the company’s new name. They stuck with the same yellow and black colors. The logo has black and yellow stripes at the background. In yellow letters is the renamed “Best Buy co.” but also adding “superstores” at the bottom of the logo.





The current logo of Best Buy is clean, simple, and could easily be seen. By using the yellow color it pops. The word “Best Buy” is in bold and modern looking. It catches the eye when you look at it. The logo is represented as a sales tag. The typeface of the logo is a sans serif. Best Buy also uses an alternative version which was from 2008- currently. They used a blue background but to create their typeface they knock-out the blue to make the white typeface. The type face is a sans serif. At the end of the right side, it has a yellow outline of a price tag.



Throughout the history of how the Best Buy logo looks before and after. Best Buy made drastic changes but keeping the concept of the theme yellow and black color choices. From changing up their name to keeping it simple to their logo. The logo speaks for itself, by telling their costumers you can buy electronics at an affordable price range.

http://www.underconsideration.com/brandnew/archives/best_buys_new_tag.php#.VsqFKJwrJEE

http://logos.wikia.com/wiki/Best_Buy

<https://www.logaster.com/blog/best-buy-logo/>

<http://famouslogos.net/best-buy-logo/>