

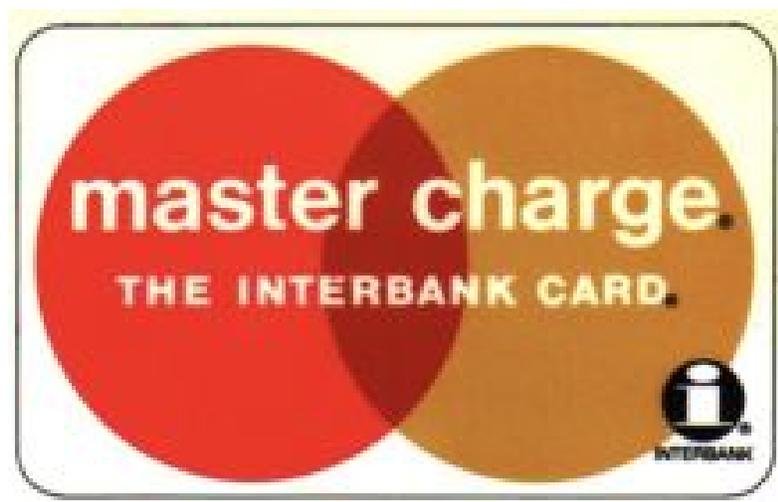
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Final

Mastercard is one of the biggest financial services organizations there is today. Millions upon millions of transactions are done with the company's technology. It is helped operated by many different banks and lender. If you see the red and yellow mastercard logo in the bottom right of your debit/credit card, then you know your transaction is being done by them. The logo you see now though, has not always been the same throughout the years.

The Mastercard logo has gone through several changes since the company was first created in 1966. In that year, 17 bankers got together and created a company called Interbank. The first iteration of their logo was composed of a white lowercase *i* inside a black circle with a white border. The letter *i* represented the members of the interbank. Below it was **INTERBANK** in bold.



Just three years later in 1969, the logo changed. This new logo now contained a new name: *Master Charge* in two overlapping red and muddy yellow circles. Below it in capital letters was: *THE INTERBANK CARD*. In the bottom right corner was the original Interbank logo.



In 1979, the company had a name change. It went from Interbank including Master Charge, to just MasterCard. Interbank was no longer a part of the logo or name. This was a big change for the company. This third iteration of the logo was now with much sleeker red and yellow colors and now included horizontal red and yellow bars inside the circle overlap, but then in The font used in *MasterCard* was now changed to a bolder font.



Recently, the logo was given a more modern type of look in 2016. The bars that were intersecting in the previous logo, were now removed. The logo now consists of two red and yellow circles overlapping. This time there is now text in them like the previous iterations had. Mastercard is now under the circles in a new font. This font is much bolder and modern. The goal of this new iteration was to demonstrate a more modern and simple identity, due to the optimism of the future and to show their company can connect people to many possibilities.



Resources:

<https://www.famouslogos.us/mastercard-logo/>

<https://www.quora.com/Could-you-explain-the-Mastercard-logo>

[http://beachpackagingdesign.com/boxvox/mastercards-venn-diagram-trade
mark](http://beachpackagingdesign.com/boxvox/mastercards-venn-diagram-trade-mark)

[https://brand.mastercard.com/brandcenter/more-about-our-brands/brand-hi
story.html](https://brand.mastercard.com/brandcenter/more-about-our-brands/brand-history.html)