

## The Evolution of the Walt Disney Logo

Walt Disney created the most recognizable logo mankind has ever seen. If you ask any individual on this green earth what the Disney logo looks like, they'll cut you off mid-sentence with a resounding yes.

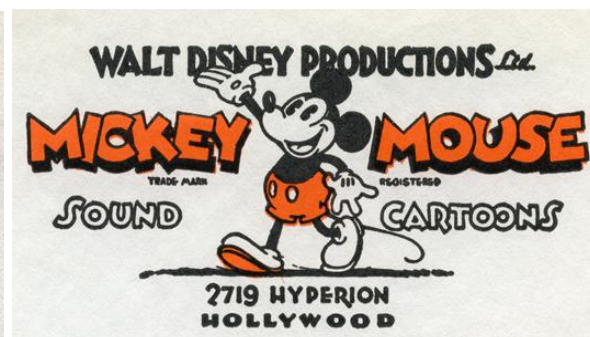
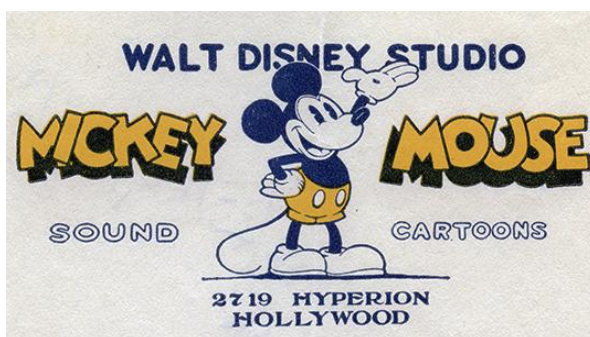
### Introduction to Mickey and Disney Studios

Walt Disney was a regular business man with great aspirations before he was well known as the creator of a well respected logo and multi-billion dollar company. Walt and his close friend Ubb Iwerks were fired from several businesses before opening Laugh-O-Gram Studio in 1923. However, this partnership would only last six months as they went bankrupt and shut it down. Now back to square one, Walt Disney partnered with his brother Roy O. Disney and opened "The Disney Brothers Studio" in 1923 (it later became known as "The Walt Disney Studio" in 1926). A long line of creative work would be installed by this great pair and their first feature film would be introduced to the world fourteen years later. This film is famously known as "Snow White and the Seven Dwarfs".



### First Disney Productions Film

Snow White and the Seven Dwarfs has had a huge cultural impact on so many industries. This is the Walt Disney brand's first film to have the Walt Disney Productions logo placed on its promotional poster. The beginning of many famous films that would shape the Disney animated world and the future of many children and adults imaginations.



### Classic Disney Films

There are several films that would ultimately follow this promotional stamp. Peter Pan, Pinocchio, Dumbo, Cinderella, Alice in Wonderland, Sleeping Beauty, The Little Mermaid, Tarzan, Toy Story, The Princess and The Frog and so many others are the most known films

that would have a great influence on many generations to come. In these animated motion pictures, the story of how these logos came together would be expressed in a few seconds before the film would begin and the background music would take over as it then led into the opening scene.



### Logo Design History

Walt Disney had a unique thought process on how he thought about certain characters and how those characters would speak to its audiences. His original signature (displayed below) sparked the beginning of something new and it has been used for almost one hundred years. The most famous Walt Disney Productions logo is the variation used from 1985-2006. Dressed in black and white, this logo is famous for being the first of many versions that featured Cinderella's castle. The unique feature of this design is the separated strips that build the castle up to its peak. In many Disney Pixar films, this logo is animated and expresses the thought process of the production done to advertise the logo. This specific variation lasted for twenty-one years before the company went for a new look. The Disney brand has done the same thing with its Disney Channel logos as its most profound logo ran from 2002-2014. Disney Channel is known for their celebrity commercials that end with "...and you're watching Disney Channel". After the actor or celebrity states their name they would draw the infamous Disney Channel logo that was dressed in sky blue, white and black.

Walt Disney



Disney Prod. Logo (1985-2006)



Disney Channel Logo (2002-2014)



Walt Disney Prod. Logo Variations

Disney Channel Logo Variations

**Conclusion: Current Disney Designs**

From 1929, we saw many changes from the original “Walt Disney Productions” logo and in that time we saw the birth of the Disney Channel logo as well. These eye-catching features from

every single logo makes the Disney brand more recognizable from anywhere. To billboards in the big city, to the subways advertising it on the trains, and even on Mickey Mouse merchandise, we see the evolution of the Disney brand stay relevant in a forever changing society. It's honestly a great thing to see and this gives aspiring designers a blueprint on how to build a successful product from the ground up. The creative process never fails and the Walt Disney brand is the prime example of staying modern and innovating new ways to connect with its audience.



**Current Disney Prod. Logo**



**Current Disney Channel Logo**

#### Sources

##### Logo Images

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##### Researched Information

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