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Logo Research Paper

For this Logo research project I'm doing Converse. Converse was founded by Marquis Mills Converse back in February 1908 in Malden, MA. The headquarters of Converse can be found in Boston, MA. The founder of the brand, Marquis, was in the rubber shoe making business, he spent most of his career as a manager of a department store and then in a shoe company. When Marquis was 47 years old, that's when he decided to start the Converse Rubber Company, they made a lot of different products out of rubber and the first big hit that they had was the tennis shoe which became a bestseller. Then later on it turned into a basketball shoe company in 1917. The person who designed the converse logo was Jim Labadani; he is one of the company's employees that created the "chevron and star" logo in the 1970's. This still appears in today's converse products. Charles "Chuck Taylor", was the first player to endorse the brand and later on he added his signature which is the "All Star" symbol back in 1921. In 1960, 90% of pro and college teams would wear All-Stars as an athletic shoe. This would also go along to play a very supportive role and memorable cultural moments for the next 50 years and Chuck Taylor got in the Naismith basketball hall of fame over the next 50 years and so on.

They made a shoe that was specifically made for basketball and that was the All-stars that we all know and love today. Since Chuck Taylor was a brand ambassador, as the years went by he started getting noticed because of the shoes that he was wearing; Therefore, Converse decided that they would add his name on the shoe to make it look more official and attractive and with

that it became known as the Chuck Taylors and Chuck 70's as some people call it. The company has fallen over the years due to bankruptcy in 3 different decades, however, they still continue to make their comeback over the years. In 1929, that's when they had to file for bankruptcy, but the Great Depression was happening during these times as well, which is why their product wasn't selling as much as they hoped for. The next bankruptcy happened in 1986; they started going to do furniture for different brands and spent a lot of money, however this approach got them nowhere. The most recent one that is well known is the one that happened in 2001. This happened because people realized that this wasn't a comfortable shoe to play basketball in. In today's society people find way better options to play with for basketball, something more comfortable because Converse's structure was too hard. They have a lot of competitors till this day, including: Nike, Vans, Fila, Reeboks, etc. were passing Converse one by one when it comes to comfortable athletic shoes. The Converse brand had bad marketing, there were a lot of manufacturing troubles, it was just a big mess that did not help the brand at all.

Converse eventually came back to rise again when they looked back at the Chuck Taylors they released, however, with Nike due to the fact that Nike bought the brand back in 2010 and since then the Converse brand has been doing great yet again, for something as simple as being able to buy them off their website now. There is also a sneaker app for when sneakers are released and you can actually get them there; all over and doing well. Since Nike bought the company, the brand hasn't had any problems whatsoever. They took care of the issues that they were having before they also did updates to the shoe so it's wearable etc. It's sold in every shoe store now and Nike said they didn't want the brand to be an athletic shoe, so now their marketing goes to a more casual side for people to wear like younger kids, adults, old people. It's really

made its impact and became a shoe that everyone likes today. The thought process that was used during this is not mentioned it still remains a mystery today. I'm not sure if it influenced other logos today but it did create a lot of competition because Converse does special releases with celebrities like Tyler The Creator, Comme Des Garcons Play, Off white, Brain Dead and many more. The image that surrounds the logo because it's simple and it's something that everyone knows about. If it's not the logo with the chuck 70's and all star inside the logo, it's the one star, which is popular as well it's a unique design that stands out. The typeface that they always used is a Sans Serif as for the circle it's always the white, navy blue, and red colors when it's for the Chuck 70's. If it's for something else like the one star then that's a different topic to talk about. They use different materials for each shoe whether it be polyester, suede or other materials the colorways that they use is also important they different stitching that they have everything has a unique style.



1963



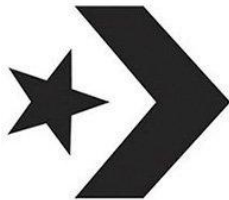
CONVERSE

1977



CONVERSE®

2003

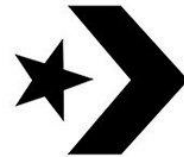


CONVERSE

2007

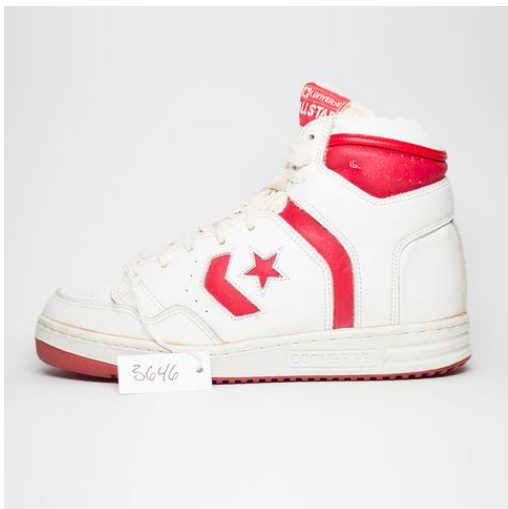
CONVERSE

2011



CONVERSE

2017



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