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Digital media Foundations

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The Wonders of Skittles

Back in the 20th century the idea of Skittles first got started in Britain by the company named the Wrigley Company, a division of Mars Candy. The goal for the Skittles candy brand was to cater to a younger demographic. They did so by having candy compacted with a sweet and sugary flavor mixed and variety of fruits. The brand needed to become visually appealing, so they target their advertising toward a worldwide audience. Therefore, the line of skittles was officially created in 1974. This design was created to make the logo more colorful and appealing for commercial usage.



The Skittles terminology goes back to the 19th century, and it first started out as a definition for bowling and a game of chest. But then the idea was used for the candy brand by the company, for the brand's first appearance in 1974. In an article called "*The surprisingly compel*

etymology of Skittles” at www.vice.com, it was stated that the purpose was to promote the whole concept of fun and leisure, in other words enjoyment synergy for the people (Richmond). The term skittles was thought out for a variety of candy that would come packaged with sets of colors of all the fruits, which included lemon, strawberries, mango, and cherry. As stated in the article “*Skittles logo*” at www.logolook.net, The name itself is supposed to represent the combination of all the separate flavors put together with the sweet sugar that is also added on. And the rainbow as part of the background, symbolizes harmony, vibrancy, and aesthetic. (Unknown writer). Therefore, when the Skittles company launched, the thought of reaching out to the rainbow and its sweet taste turned out to be promoted in Britain. In an article called “*Skittles/ History, Flavors, FAQ and commercials*” at www.snackhistory.com It was mentioned that the company incorporated the concept of unity and game pieces, which was perfect since the brand was meant for kids and teens. (Kane). A candy brand was made for that feeling of good taste and fun.

The skittle’s logo and its symbolism had to be a meaning pleasure from a visual perspective. The concept was given its name by the company, but the creator of the skittles art is yet to be known. In the article “*The surprising truth about the inventor of Skittles*” at www.mashed.com , The writer Christine Stuble claimed that when skittles launched in the 1970’s, the next person to take full ownership of the brand was Mars Wrigley, and his company was known as the Mars Corporation. Through the process behind the skittles logo and the illustration was about all the colors and flavors of the nutritious fruits compiled into pieces just how it would relate to rainbow, and it would be like a dream come true for the fans, which was unity in a form of multicolored candy (Stuble).

This Image was taken by Spencer Collins In for the online article ”*skittles*” at www.logosfandom.com . Back when skittles became a thing, Wrigley wanted the creator to

design the entire logo and the title to stand out and target the younger audience. In an article called “*skittles logo font*” It was



stated by an author known as teams 1 that during the design process, the creator went with the Helvetica font, which was made by Mathew carter. They decided to go with Helvetica because they wanted to look for a way to capture the eye the kids, pre-teens, and teenagers, so they figured that a typeface that had, big, bold, smooth, qualities with San serif were the best way to handle it (teams 1). At the start of the logo’s production, the letters were smooth, and the San serif were implemented, and the double “t” in the title was emphasized in a way they stick like an abstract bridge, but the circle on the letter I symbolized as a yellow dot. In the article “*Skittles logo*” An unknown author said that this design choice was the first and earliest concept in the 1970s. However, As shown in the second image also added in by Spencer Collins at www.logosfandom.com , in 1982 when Skittles expanded in the U.S, the company decides to drop a rainbow, and extra colors for their next logo, and this is when the slogan was made, which



is called “taste the rainbow”.

Part of the

difference was that they wanted to make the brand more colorful and aesthetic, so along with the bright colors of the font, a texture of splatter was added in as well to create this flavor explosion

effect that goes well with the rainbow, and this second version. It was used up until it was modified in 2003 (Unknown writer).

However, as shown in the next photo, also added by Spencer Collins, the logo again underwent another modification during the 2000's, but this time with 3-dimensional looks and the letters a slanted position. It was stated in an article "*Skittles logo*" at www.Skittles-world.net by an unknown author that for this change, the designers had to blur out the colors of the rainbow to give it that blend effect, but the title had the letters shifted to the side, and underneath it was a brand-new slogan (unknown author).



it was a certain way of having the Skittles



brand modernized in the early to mid 2000's.

Then

there is the current logo that today's audiences know. The design teams would change the brand up again by reshaping the rainbows curve, replacing the blend with color contrast instead. Also, since Skittles is all about the candy, the designers concluded that adding in the brand's actual

candy was a creative way to capture the viewer's eyes and show them geometry of the candies. The title is what stands out the most because it was mentioned in the "Skittles logs" article from the same site, by the unknown writer that for the current version of the logo more weight was added to the text's contour lines, a bit of shadow was added, the edges became smoother and sleeker. The color code for the text has slightly changed as well to give it a vibrant look for today's generation, in other words the designers had to find the balance by giving the title just the right amount of saturation, brightness, width and the solid holographic effect, so that the brand does not look dull or lack variety (unknown writer).

The whole concept of the Skittles brand made creative sense because it was all about delicious candy that is fruit flavored and is also made in a form of unity. For the past decades, necessary modifications and revisions needed to be made by the Mars corporation to make sure they grab the attention of their younger audience, otherwise they won over with such boring advertisements. Skittles is a promising candy brand with one of the best flavors, it has been around since the mid 1970s, and will continue to stick around for kids to enjoy.

Skittles: Work Cited Page

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