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Throughout our times and over the years we are all accustomed to evolution and change either in a positive way or negative matter. However, what we fail realize is that logos often change over time as well. Whether some people enjoy it in a positive way, or a negative way logos are very essential to everyone. Some logos are very bland, but stand out the most, and other logos can be very colorful but give off bad taste. Logos are something great towards the environment of design because it can give many design viewers inspiration in their peace. It can allow designers to take a piece of what they saw and add a unique style to their own original logo. Logos are everywhere and are very exciting, in this journey we'll go on a run of the evolution in which the WWE change their logos overtime.

To begin with, WWE has been going around for about 3 decades, before it was WWE it was known as WWF which was called the World Wrestling Federation as the WWE was known as the World Wrestling Entertainment. Going back towards 1979, the man in charge named Vincent Kennedy McMahon wanted to do something that would become monumental in years to come. He wanted to start a project that would bring audiences in and engage them.

The Original WWF Logo

W.W.F.

THE WORLD WRESTLING FEDERATION



This would be known as WWF and the logo was basic and straightforward with it having the name WWF in black font which was stretched over a globe. Although it was just black font over a stretched globe it didn't seem as if it was basic. The font was bold which made the letters stand out and the typeface that was used made the logo look intriguing as well as adding the globe to the logo it was a nice touch. Essentially, with the stretched globe it would be later used on one of their prestigious titles (intercontinental) which goes to show that the impact of the first logo gave us viewers lots of things to think about and see moving forward. The beginning stages of the logo would go on to allow new greatness to come forward.

Furthermore, once 1982 came along Vince McMahon Sr's son Vince McMahon ended up buying his father's company because he wanted to change the brand and send it into a new

direction. It was still known as WWF, but the logo was getting a major change and it would grip the audiences in. Not only did this logo attract more fans, but it was also beneficial to grasp in other wrestling territories to slide in into their business. What this logo had were two W'S on top of each other and then contained two lines towards the right side forming an F to indicate the WWF. Since the company was starting to go on to the television network, the change in which this occurrence happened was also unique because it would be easier to sell in a global market standpoint. The use of colors also gave the logo a beautiful touch on what could be a hint at things to come. The gradation and opacity in this logo were used very beautifully. The colors that were used in this logo consisted of a mixture of red/yellow/orange, black/white, different variations of blue and different variations of the tan color.

The Classic WWF Logo



Moreover, 1994 would be where the company were trying to appeal to being a wrestling promotion focused more on the younger talents. The reason for this slight change was because Vince McMahon wanted the company to enter a mini rebranding stage. Amid that, the logo would transition to more of a cartoonish look however still having the two W's up top one another and having the two lines to the right forming an F. The way this logo was set up was that it had a slight tilt, with the whole WWF being consisted of yellow and the background was straight blue. Although the change was the idea to rebrand itself as being younger and new it didn't really look as intriguing as it would seem. The logo was very basic and simple, but it didn't look as if it would bring the audiences in. The previous logo before this one was way more beautiful and eye catching. It gave a sense of "yes show me more, what else can this brand show me."

The New Generation



After the company transitioned into their new generation phase, rival companies started upping their game, which made Vince have to dig deep into his hats to find something that would keep viewers engaged. He wanted the WWF to enter a phase of attitude because his rival companies were doing things that exemplified things of great attitude. This would be known as the era of Attitude. He wanted this logo to show a bit of extreme and showing of being bad is cool. This would end up being two logos. One logo was a scratch logo and the other would be the logo used for about 5 years. The scratch logo still contained the W's on top of one another with the lines signaling an F, however the background was black, but the logo had an outline of red. The inner part of the logo had the WWF white which would be called a scratch and a scar. This happened in 1997 giving the company something fresh and an attitude agenda. However, the second version of this logo would fade the red outline with the old design out and just keep the scratch and scar logo which would be used for 5 years. This showed the audience members that the company was out with the old and in with the new showcasing a whole new attitude.

The Attitude Era Scratch Logo



Nevertheless, not everything lasts forever because after 5 years the company had went from WWF into WWE signaling to get rid of the F and becoming World Wrestling Entertainment. In 2002, the company lost a court case to the World Wildlife Foundation and had to change the name and all the things that came after it, that means even the logo containing the F. Not to go so deep into a different type of unique logo, the company got rid of the two lines that symbolized the F and just kept the scratch with the two W's. This logo would go on to be a big representation of the company for the next ten years and furthered the company more into what it is today.

“Get The F Out!” – The first WWE logo



Entering 2012 the WWE would make another change to their logo. This logo would become the phase of the Network era. The reason why this logo became the new symbol for the business was because they had created a networking app in which you can watch content from the past which is known as the WWE Network. The logo looked like the design previous, but it wasn't scratched up anymore, however it had bold lines that were definitive as well as containing sharp corners and instead of having a tilt to it, the logo was more placed symmetrically.

The Network Era – The current WWE logo



Hence, throughout history wwe had an amazing run in logos. Every couple of years they came up with different ideas to bring their audience in and try to envoys a new crowd. Whether it was Vince McMahon Sr or Vince McMahon Jr, the McMahon's had one goal and they have reached that goal, however as years go by the logo will continue to manifest and change. On the other hand this keeps fans ready and on the lookout for what's next, only the future can hold what happens in a couple of years.

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[2014–present](#)

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