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This report is about the history of the DC Comics Logo. DC is a comic company known for creating stories and characters. Their best known characters are Superman, Batman Wonder Woman. DC Has gone on too make many things including, TV Shows, Films Video Games and many more. Today DC is not only recognized by their colorful characters and stories but as well as their Iconic Logo which has gone through many renditions throughout the years since the company was founded back in 1940.

1940

When a company starts, They need a Logo in 1940 that was the case with DC. DC came to be through the merging of other publications. These publications were New Comics,,Adventure Comics,and Action Comics which were all owned by National Allied Publications. They then changed their name into National Comics. After that they then merged with Detective Comics Inc to create the company we know today Known as DC. The logo is a simple one. The Logo uses 2 circles and the use of a Slab Serif

1949

In 1949 DC Redesigned their logo to feature more Kerning. The DC in the Center of the logo

Has been made into a 3D version. The logo adds the name of Superman at the top of the logo. This marks the first time both Batman and Superman are acknowledged. Superman by name and Batman by the name of DC (Detective Comics is the series where Batman was introduced).

 1949

Here is a Milestone for DC, As this is the first Logo to implement color. The logo returns to the original form as it ditches the 3D lettering. This Logo also features the name of National comics.referring to their old pasts.
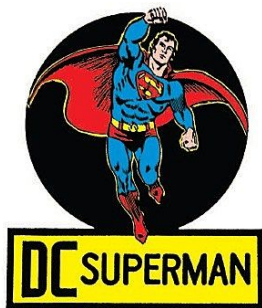
 1970

Here we start to see the implementation of the "Character Logo." These logos change depend on the character's series as seen in the images at the end of the document. This is the biggest breakaway from all the Logos. The Yellow box is in reference to the thought boxes from the pages of comics. We also still maintain the circle base.

 1972

Here we start to see the start of the Letters "DC" being prominent as well as the only thing in the logo. We also see the use of a varsity style slab serif. This is the first logo to ditch all text except from the main letters of DC.

1974

Here we see another big step for DC, Here is the first iteration of the logo featuring the main color of Blue as well as the start of star's being implemented into the Logo. The stars in this logo use the old company color of red and Ironically this is the last logo to use the color Red.

1976

In 1976 DC got a new punisher. Jenette Kahn. Kahn hired graphic designer Miltion Glaser to design a new Logo. Milton Glaser has made some of the world's most recognizable logos such as the Stonybrook logo or the "I ❤NY". This logo is referred to by fans as "The Bullet Logo" this logo debuted in february of 1977. This was DC's Logo for the next 3 decades. This logo is primarily known for being tied tro some of the greatest DC Stories such as "Batman a death in the family" and Mainly the biggest event in DC history "Crisis on Infinite Earths". This is also the last logo for a while to use the base of a circle.

2005

On May 8, 2005, a new logo was unveiled. Fans regard this logo as the "DC Spin" logo.This Logo debuted on The Return of Donna Troy #1 and the following week, All titles had the logo.The logo

was designed by Josh Beatman of Brainchild Studios and DC executive Richard Bruning. This logo is the first one to breakaway from the circle base but still resembles a form of a circle through the spin.This logo was the last one to feature a star in the logo. Part of the reason to go with this breakaway is to implement the idea of motion as this was around the time DC started getting serious about the film industry with Christpher Nolan's Batman Begins. The Logo would enter the screen by having the star spin in and the Letters would fade in after.

DC
COMICS™ 2012

In March 2012, DC unveiled a new logo consisting of the letter "D" flipping back to reveal the letter "C".*The Dark Knight Rises* was the first film to use the new logo, while the TV series *Arrow* (Based off of the character Green Arrow.) was the first series to feature the new logo. This logo was introduced into the comic world when DC rebooted their universe with the new story line titled the "New 52." The trend of change for media was more apparent as this was created to compete with the Marvel Cinematic Universe's intro which was flipping through a comic. The animated version of this featuress the D flipping back to reveal the C to simulate a page turn

2016

On May 17, 2016 DC revealed their new logo and the New logo went into effect on May 25th, 2016 to coincide with the new reboot of the DC Comics Story titled DC Rebirth.This is the Logo the company uses today and is featured in the intro for DC Films. This logo seems to be inspired by the logos from the early 70's. It uses a Slab Serif and is again inspired by varsity style lettering. DC Comics artist goes on to discuss the logo and it's hidden messages referencing the company's 3 most known heroes Batman, Superman and Wonder Woman. On his Instagram account Lee says "The nooks and angles are meant to evoke the Superman 'S'.

The top and bottom of the logo are symmetrical to reflect the symmetry of the Wonder Woman "WW" logo. The points within the letters are supposed to reference Batman."

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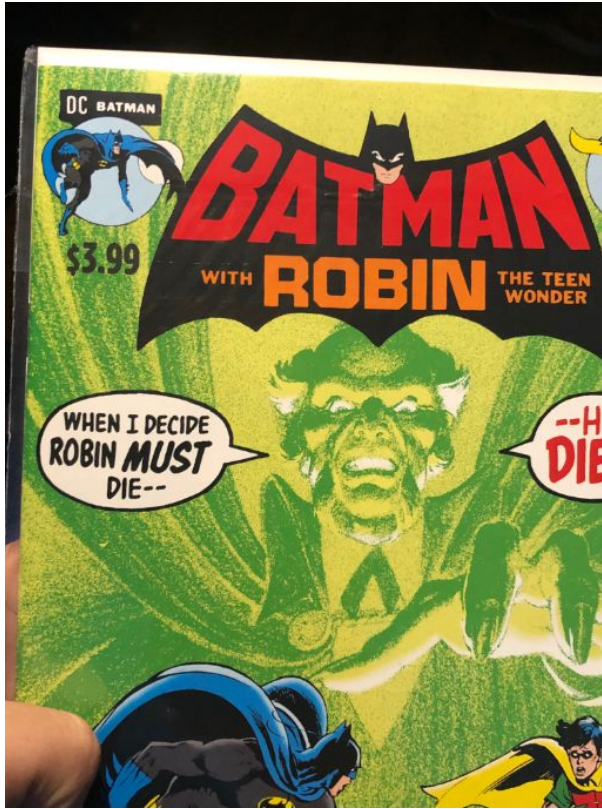
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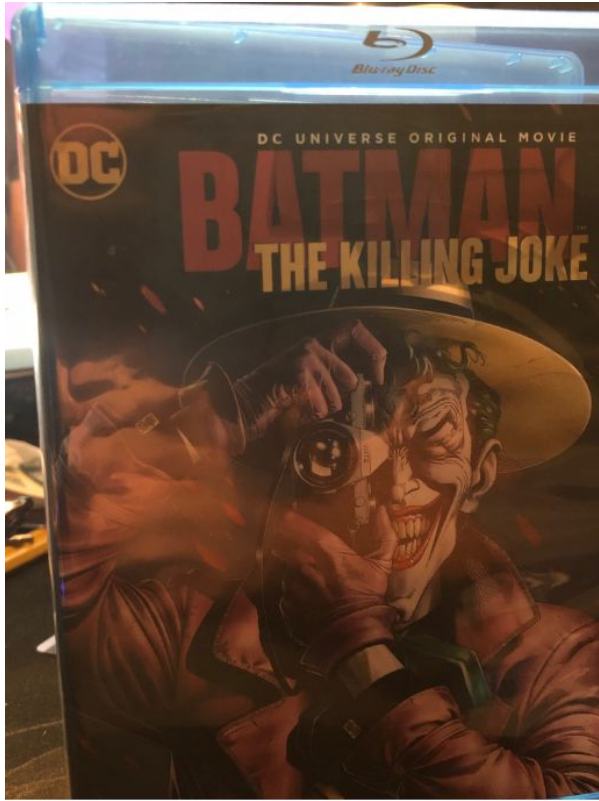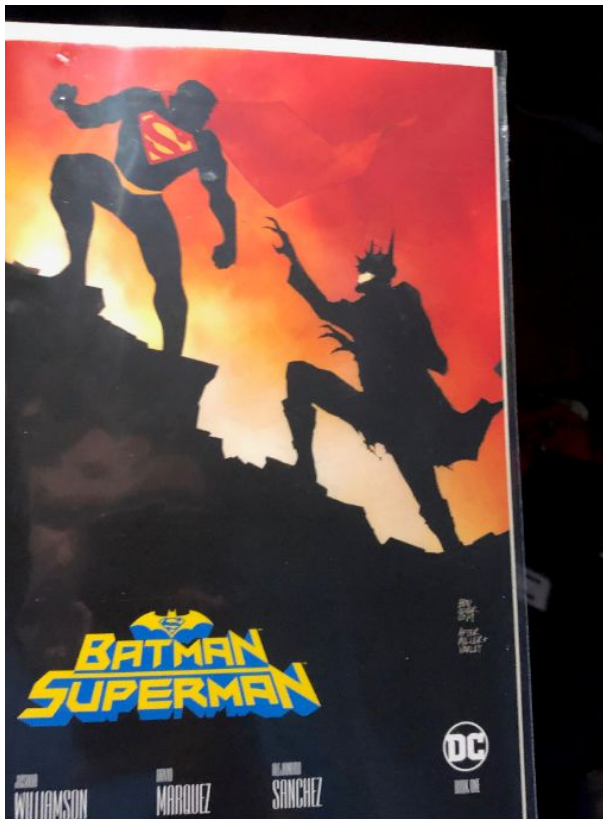
Images of the Logo in use

Photos by Jonaathan Lebron

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