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The Walt Disney Company has made its name for as long as anyone can remember. There are many things that are associated with the Walt Disney Company for example, Disneyland, Pixar, and resorts. Disney is the most popular association that is worldwide and many people spend so much money on anything Disney related. You might be wondering about the history of how Disney came about and how it got its name.

Walt Disney did not start off with Disney in the beginning. Before starting Disney, Walt Disney and his brother, Roy Disney had a company called “Laugh O-Grams Studios.”

Unfortunately, Walt and Roy Disney went

bankrupt. From the article, “The Disney Logo: All There is to Know About the Walt Disney Brand” by Bogdan Sandu. In the beginning, the logo was a character that Walt Disney had created in a previous



animation called “Steamboat Willie,” and then this character later became Mickey, this was in 1929.

(Sandu, Bogdan) During the years 1936 until 1995, the logo would change and rotate colors when people would watch tv shows and films due to a tribute in early animation that was coming about.



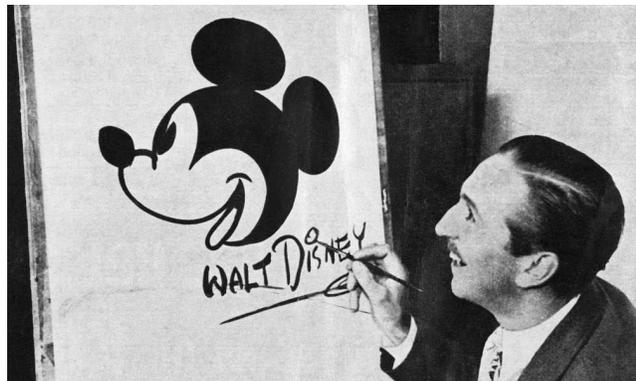


(Sandu, Bogdan) As soon as 1995 came, the logo went under construction and it became a 2D castle, the castle that was made was Cinderella's castle and it was used until 2006. (Sandu, Bogdan) After the year 2006 came around, the

company added some things to the castle and made it more detailed and animated. Pixar, made the new logo and had added moat, grassland, and the sky in the background. It was to show the world that Disney was capable of being the animation leader. (Sandu, Bogdan)

The font that is under Mickey Mouse, was created by the man himself, Walt Disney. In the article, "Disney Logo Design History and Evolution" by Tanya O'Donnell, Disney had first used a Roman font and then they moved on to more of a pseudo-goth type of font. "...The company used a basic Roman typographical font. They then changed to a sort of pseudo-gothic font.."

(O'Donnell, Tanya) After several years that have passed by, the people who worked at Disney used the font was from his signature, "...This logo is ostensibly Walt Disney's signature..." from the article,



What's Going on With the 'D' in the Disney Logo? By Nick Greene. Walt was constantly changing his signature as well as he was changing his mind. "Walt consciously re-designed his signature over the years, in much the same way he changed the appearance of Mickey Mouse over time." (Greene, Nick) The colors that were used in the older logo was black, then it was

white, as the years went on it went from a mix of black to white, silver and blue. (O'Donnell, Tanya)

The message that Walt Disney wanted to put out while creating the logo is that, he wanted people to associate Disney with beauty, wonder, magic, passion and love for the creativity Disney was. (Bogdan, Sandu) Many people can associate the logo for Disney as soon as they see it when they watch films, shows, or buy the merchandise from Disney. The images that surround Disney, is the company willing to change and evolve to suit the preferences of the people. (Bogdan, Sandu) “The original Disney logo appealed to cartoon and comic strip lovers..” Quoted from the article written by Sandu, Bogdan. For promotions, the logo would constantly change to fit the movies that were coming out, for example “Pirate of The Caribbean: Dead Man’s Chest” (Bogdan, Sandu) and “Inspector Gadget” just to name a few. When people watch trailers at home or in the movie theater, there are some logos at the end of a Disney trailer that show a change in the logo to fit the movie that is coming out as well. Whenever someone sees the Disney castle logo, they immediately associate it with Disney simply because they recognise it since it shows up at the beginning of films and movies.

Ever since Disney began its journey, the logo went through many changes to get to where it is today and it also changes as the time goes on. Today, Disney is very well loved and many people like to watch movies, go to the theme park, or just simply purchase items from online and get souvenirs. Little kids get excited when they go to the theme park, because they can talk to their princesses or princes. Adults can fulfill a fantasy where things like Harry Potter exist and ride on the rides that take them on an animated adventure. Disney is a place where magical

things happen and it is such an amazing place to bring your family there and live in a magical world for just one day.

## **Citations:**

1. Sandu, Bogdan. "The Disney Logo: All There Is to Know about the Walt Disney Brand." *Design Your Way*, 19 Jan. 2019, [www.designyourway.net/blog/graphic-design/the-disney-logo/](http://www.designyourway.net/blog/graphic-design/the-disney-logo/).
2. O'Donnell, Tanya. "Disney Logo Design History and Evolution." *LogoRealm.com*, 14 May 2017, [logorealm.com/disney-logo/](http://logorealm.com/disney-logo/).
3. Greene, Nick. "What's Going On With The 'D' In The Disney Logo?" *Mental Floss*, Mental Floss, 13 Feb. 2015, [mentalfloss.com/article/61591/whats-going-d-disney-logo](http://mentalfloss.com/article/61591/whats-going-d-disney-logo).