

National Geographic

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NewLogo

This is the current logo for the NatGeo channel. It features a white background with black letters flushed left with a yellow square to the left of it. It has been used since 2016.



FirstLogo



From 1888–1967 ,Nat Geographic used this logo.A drawing of the northern hemisphere in a white circle with lettering that said “Incorporated in A.D. 1888” in white capital letters.

OldLogo

From 1997-2001 this was the logo and it featured three words .In this version the 'Channel' is left the bottom.The font is more Serif than Sans and the three words are flushed left.



History



1997



2005



2001



2016-now

The National Geographic Society was founded on Jan 27, 1888, by Alex Graham Bell and other experts. The National Geographic is a tv network and flagship channel created by joint venture and it has supplied society with informative videos and text around the world. The magazine regularly uses the logo when documenting photos and videos across their social platforms and the television channel runs commercials publicizing new documentaries and specials on other channels and billboards

Color and Font

The current logo uses a Sans Serif ‘NatGeo’ semibold in black or white letters. It also uses a yellow square to the left of the title to represent “The sun shining on all four corners of the earth”.



NATIONAL
GEOGRAPHIC



Impact

National Geographic is historically known for documenting just about everything they can about this earth and space .In addition to that they now have grant programs where applicants can send in projects ranging from conservation, education, research, storytelling, or technology.They have multiple ongoing projects that Nat Geo is funding to help the earth.Such as Big Cats Initiative,Wildlife Watch, and Plastic:Sea to Source and these programs are working hard to conserve our wildlife and fauna.

References

[Impact Programs](#)

[A “Plain” Typeface Designed to Fit National Geographic’s Shifting Identity](#)

[Chermayeff & Geismar & Haviv](#)

[National Geographic Logo](#)

[National Geographic Society](#)