

LOGO HISTORY PROJECT: FEDEX

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IN 1971, WHEN A TINY DELIVERY COMPANY WAS FOUNDED BY FREDERICK W. SMITH, THE COMPANY'S OFFICIAL NAME WAS FEDERAL EXPRESS. THE FOUNDER CHOSE "FEDERAL" IN THE NAME TO EXPRESS THAT HIS COMPANY DELIVERED NATIONWIDE. NOW DELIVERING MILLIONS OF PACKAGES EVERY YEAR, FEDERAL EXPRESS HAS BECOME A POWERHOUSE IN THE WORLD OF HOME DELIVERY. ONE FACTOR THAT HELPED THE GREAT SUCCESS OF THEIR DELIVERY COMPANY IS THEIR VERY RECOGNIZABLE LOGO DESIGNS.



(1973-1994)

THE FIRST LOGO WAS CREATED BY RICHARD RUNYON DURING 1973. THE NAME OF THE COMPANY WAS PLACED INTO A RECTANGULAR SHAPE DIVIDED INTO TWO PARTS BY AN ANGLED LINE. THE TOP FIELD WAS BLUE AND CONTAINED THE WORD FEDERAL WHICH IS COLORED WHITE, WHILE THE BOTTOM FIELD WAS WHITE, WITH THE RED WORD "EXPRESS". THE FIRST LOGO WAS A WORDMARK USING A CUSTOM SANS-SERIF FONT WITH ROUNDED EDGES. THE FIRST LOGO WORKED REALLY WELL BUT WAS FAR FROM BEING A DESIGN LEGEND.



NEGATIVE SPACE INSPIRATION



(1994-NOW)

IN 1994, THE COMPANY HAD A CHANCE TO REBRAND AND DECIDED TO ADOPT THE NAME FEDEX SINCE THAT WAS WHAT PEOPLE HAD NICKNAMED THE COMPANY. THE FEDERAL EXPRESS COMPANY REACHED OUT TO LANDOR ASSOCIATES FOR A PROPER REBRAND. A LOT OF VERSIONS WERE SUBMITTED, BUT THE WINNING DESIGN WOULD BE CREATED BY SENIOR DESIGNER LINDON LEADER. LINDON LEADER WAS INSPIRED BY THE NORTHWEST ORIENT AIRLINES LOGO WHICH USED A CLEVER USE OF NEGATIVE SPACE.

LINDON WAS TESTING MULTIPLE FONTS FOR THE LOGO AND DECIDED TO CHOOSE UNIVERS 67 AND FUTURA BOLD. HE NOTICED THAT THERE WAS A BIT OF NEGATIVE SPACE BETWEEN THE E AND THE X THAT LOOKED LIKE AN ARROW POINTING TO THE RIGHT. THE "FED" PART OF THE LOGO REMAINED PURPLE WHILE THE EX IS CHANGED DEPENDENT ON THE BUSINESS UNIT. THE BUSINESS UNITS ARE FEDEX EXPRESS (ORANGE), FEDEX GROUND (GREEN), FEDEX FREIGHT (RED), FEDEX OFFICE (BLUE), FEDEX TRADE NETWORKS (YELLOW). THE REBRAND WAS SO SUCCESSFUL THAT IT HAS REMAINED UNCHANGED EVER SINCE.

SOURCES

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