

## Target

I chose Target because everyone enjoys going to Target. I know I do. It's one of my favorite pastimes. The history of Target Corporation first began in 1902 by George Dayton. The company was originally named GoodFellow Dry Goods in June 1902 before being renamed the Dayton's Dry Goods Company in 1903. In 2000, the Dayton-Hudson Corporation was renamed the Target Corporation. Target's logo was first revealed in 1962, streamlined in 1968. It has now become one of the most recognized logos in North America. In 2003, 96% of American shoppers know what that Target logo represents. In 1962, the Target PR team debated more than 200 possible names for the store and logo design. One of a red-white idea, they came up with "Target" and immediately envisioned a bullseye logo with three rings.

In 1969, the words "Target" were written on top of the bullseye with a serif bold, italic font but the colors were kind of faded so it looked retro.



Then in 1975, the Target logo changed with having the words "Target" now on the side of the bullseye with the same size. But now the word "Target" was no longer in serif but in sans serif but still both however no longer italic.



Then in 2006, the logo was just the bullseye on its own. It didn't even have the words Target.



Most thought it was fine because it could stand on its own. You didn't need the word "Target" to know that the logo belonged or was associated with Target. Even when you look up the definition of Target it says: "The small circle at the center of a Target; a round peppermint-flavored candy; the registered trademark of Minneapolis-based Target Corporation."

Sources:

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