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### **THE HISTORY BEHIND NICKELOEON'S LOGO**

Nickelodeon is a well-known kids channel that I'd personally used to watch and still do from time to time. They'd had success over the years due to their programs such as: Rugrats, All That, SpongeBob SquarePants, ICarly, Zoey 101, Fairy Odd Parent and more popular views shows. Nickelodeon produces content solely for children. As a kid's network, Nick is ruled by a modest yet cheerful and futuristic logo and iconic letter i, that makes the whole design look playful and child-like. However, that wasn't always the case, just like the programs on the network changes over the years; the Nickelodeon's logo have changed as well.

In 1977 to 1979, before the network's name changed to "Nickelodeon", Warner Cable Communications launched the first 2-way interactive cable system called QUBE, in Columbus, Ohio. The channel showed *Pinwheel* daily from 7:00 a.m. to 9:00 p.m. and it was the only program broadcast on the network. The channel was labelled "Pinwheel" on remote controllers. The logo had the word pinwheel along with a tiny pinwheel attached on the side of the letter P. However, the channel isn't only labeled as *Pinwheel*, but also the network channel was called "C-3 channel". The C-3 channel of Warner Cable's QUBE system, because of its only form of programming at the time was the educational series *Pinwheel*, C-3 was often referred to as the "Pinwheel Channel" as a result



On 1st of April in 1979, Nickelodeon was officially launched. Its name came from a movie theatre that charged 5 cents for admission. The network's first logo showed a man in a black suit and bowler hat looking into a Nickelodeon. It had a stylized letter N, that looked similar to a kinetoscope. Below the logo there's a tagline "the young people's satellite network" in uppercase letters. It was New York based creative director and designer, Joseph Iozzi, who designed the first Nickelodeon logo. He used his son, Joseph Iozzi II, as the first model in a Nickelodeon advertisement. The font in the logo was designed by Lubalin, Smith, Carnase, Inc. Later in 1979, Nickelodeon updated their logo, using a modified version of the Windsor Bold typeface. Their station IDs at the time featured a mime of a man doing things with a black background with an instrumental version of "Put That Little Nickel In " as background music.



# Nickelodeon

In the early '80s, Nickelodeon created a new logo with rainbow letters and a purple and gray three-dimensional globe. It was designed by Lou Dorfsman and Bob Klein added the three-dimensional globe behind the frankfurter typeface letters. The circular- shape theme was used in the network's IDs to include the time period of the early '80s-era computer-generated graphics.



From October of 1984 to September 2009, Nickelodeon changed the logo design again. They used a lot of various logos with the same common theme. They have all orange silhouettes in

different shapes and sizes with the Nickelodeon wordmark written on them in white Balloon Extra Bold font. Fun Fact, the "splat" design was the most used design because the splat represents the slime that Nickelodeon has been known for.

# NICKELODEON

Examples of other Nickelodeon Logos from 1984 to 2009:



From February 2009 to present, Nickelodeon changed its wordmark into lowercase sans-serif letters. It continues to use the color orange for the words with a white background. The current lettering is simple, smooth, rounded, and readable, and utilizing the color orange it makes the logo youthful, friendly and memorable. It's a perfect choice for their target audience: children. It made its debut on screen on the United States flagship channel in September of 2009. When Nickelodeon changed their logo, their sister channels: The N, Noggin, and Nicktoons Network were also rebranded as TeenNick, Nick Jr. and Nicktoons.

The Nickelodeon logo is displayed in a bold, lowercase, orange sans-serif font. The letters are thick and rounded, with a distinctive shape for the 'i' that has a dot above it. The word is centered on the page.The Nick logo is displayed in a bold, lowercase, orange sans-serif font. The letters are thick and rounded, with a distinctive shape for the 'i' that has a dot above it. The word is centered on the page.

### **WORKS CITED**

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