

Of all the famous logos out there in the world, many are born to adapt or perish. When many adapt, they are met with competition with other brands. Luckily, this specific type of logo is met with many competitions and have triumphed over numbers of brands. That one logo brand is known, as Pepsi.

In the beginning, Pepsi was originally created and marketed by Caleb Bradham in 1898. Before it was known as “Pepsi”, the name we know today, it was originally known as Brad’s Drink. It wasn’t going as planned when he started, so he started to go for a different approach and names it, “Pepsi-Cola”. The logo looks vasily similar to the Coca-Cola Logo back then. They both have a very decorative script typeface and it started out to be a very bright red. This was after the main ingredients in Pepsi Cola known as Pepsin and Kola Nuts. Pepsin is an enzyme we for digestive purposes.



The real symbolism behind the Pepsi logo we all know today started somewhere within the 1940-1950s. Pepsi-Cola was seeking to support the USA and its patriots in anyway during those times including the colors of America: red, white, and blue. This logo grew in popularity when in that time U.S were at War, specifically World War 2. They took that opportunity to

launch the logo which made the product sold millions all around.



Pepsi Logo from the 1940s



Pepsi Sign from 1962

In 1962, The word “Cola” was dropped as they refined the design with a more minimalistic to the design we know today. Outside the circle, there were two trapezoids of red and blue. they have added white for the borders the balance it out and wrote the word Pepsi inside the circle to make it the key attention. They made sure to keep the bottle cap look to keep the general theme of the product.

The typeface has certainly gotten bolder then the stringy script typeface. This time it's bold with a powerful dark blue color.



Pepsi logo from 1973

Throughout the years of the Pepsi logo, the concept for the sphere of red white and blue hasn't changed much except for the outer design around it. It was stated that Pepsi was originally going to have a big change in the first 50 years. Luckily they never did otherwise, Pepsi wouldn't be that successful. Pepsi showed continuity throughout the years while they still changed up

certain aspects to attract the customers. Personally, this is one of my favorite logos because of this. It shows how a logo can change so much and at the same time, keep their purpose in the long run.



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