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# The Collapse of Modern Logo Design

Communication Design Theory  
COMD3504 - Section OL02 - Fall 2021

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# Theory

The theory that I am presenting is :

“Modern Corporations utilize constructivist and minimalist ideologies to create oversimplified logos that gradually become ineffective as time progresses.”

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# What are logos ?

A logo is a symbol, emblem or design used to identify an organization or company and its products. Typically logos are used for Businesses and Government Agencies to be recognized by the general public.

It stands for Logotype or Logo, for short.

Logos are primarily composed of either vector graphics or raster images and include type. Logos also contain a trademark to preserve its identity and its iconographic value.

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# Principles of Good Logo Design

In order to make a good logo, there are some elements to consider before creating one. Logos have these particular traits that make them effective for any brand, company or organization :

- **Simplicity** - [ Does it have the right amount of text and design ? Does it have hierarchy and harmony ? Is it discernible to the eye ? ]
- **Relevancy** - [ Does it convey your organization's practice ? Is it relaying your message ? What is its purpose ? ]
- **Versatility** - [ Does it look presentable on print or web ? Does it look good when scaled down ? Does it look good on your products ? ]
- **Recognizability** - [ Is it distinctive ? What makes it unique as opposed to other logos ? How will it be memorable ? ]



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## Example 1 : Animal Planet



1996 - 2006



2006 - 2008



2008 - 2018



2008 - Present

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## Example 2 : Dunkin' Donuts



1950 - 1960



1960 - 1976



1976 - 2002



2002 - 2007



2007 - 2018



2018 - Present

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## Example 3 : Petco



1979 - 1989



1989 - 1991



1991 - 2011



2011 - 2020

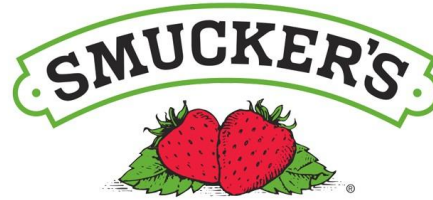
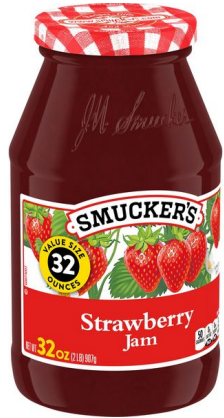


2020 - Present

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## Example 4 : Smuckers



THE J. M. SMUCKER COMPANY

1974 - 2020



THE J.M. SMUCKER Co.®

2020 - Present

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# Why did Logo Design get worse ?

There are several reasons as to why Logos have been getting progressively worse over the years.

**Less means More** - They use the idea of minimalism to accomplish a modern feel. By incorporating less, the cost for logo production decreases as colors and details add up to the price of a design. That is why many corporations lose their iconography and apply dull shades.

**Radical Constructivism** - Companies inherit the radicalism of constructivist teachings where their designs are heavily abstract. Creativity is no longer encouraged, as they see decoration and stylization meaningless. They only create logos for the purposes of creating the symbol but with no identity or personality behind it and stands only for industrialization and utilitarianism.

**Downplaying Human Psychology** - Companies believe that the psychology of humans in modern day are only interested and only operate with-in minimalism. The human brain follows completion theory, the phenomenon of accomplishing a task that is either missing or unfulfilled to the point it is satisfying. Logos that are missing vital components frustrate the viewer as the harmony is broken. It is up to the viewer to finish the logo in their mind. Logos use white space not for illusion or creativity but to cut corners and to show the bare minimum where it is still seen as the original.

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# Summary

In sum, the identity and personality of logos has diminished thanks to the hasty assumptions of the corporate ladder. Not only has the theme of creativity plummeted in the past years but the increase in constructivist and minimalist ideologies led to the overshadowing of iconic designs. Designs in this day are only made for functionality and industrialism as opposed to a well-styled emblem that is memorable to the human collective. It is not only a matter of sheer laziness, uninspired brainstorming and greed for businesses but the transfiguration of symbols towards radical design ideals and underestimating the human mind led to brands being replaced by an empty shell of social idealism with oversimplification. The presence of abstraction has made a bad name for design. However, it is not too late for the threads of alluring artforms to rise from the dregs of bland utilitarianism and establish a fresh, new outlook on logo design and brand identity.

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**End**

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