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Superman Logo on T-shirts

We all know superman him self to be a hero and sometimes in rare occasions, the villain in many comics that were all licensed by DC comics. The man of steel has gone through so many changes over the course of history since his first appearance in the Action comics #1 in April 18, 1938. Something not many do know though about the hero is that the logo on his chest of his suit was also going through as many changes and if not more changes than the hero himself. Starting from a simple san serif type font with the letter "S" on it with the iconic Red and Yellow shield that looked more like a police badge all the way to what we seen it has in the most recent Justice League movie. But one last thing most don't realize is that from all the changes it under went, which is considered the most iconic of them all. There is a lot of merchandise for super heroes but one of the most interesting ones is superman's logo on a t-shirt. Which has gone through many different variations of the logo with different colors but always the same outline. Along with the shirts themselves in different colors but all ten to run with a blue color scheme to focus on the red, yellow and blue of the suit with the logo.

(1938)   (1968)

Specifically the 1968 logo created by Curt Swan in Superman #211, and even though this was the first debut of the famous iconic logo. It was not an official design. Then in the 1978 movie "superman the movie", he wore a very similar logo and was considered the second but again not official debut. It was until 1992 the death of superman that the logo was finally in its official release. Ever since then the logo was all over merchandising on shirts of all colors. A idea that can make any one feel or look like superman while wearing the logo on their chest just like the hero.

The one thing that everyone puts together when they see anyone wearing that shirt is the hero him self. The "S" and the diamond shape shield is a signifier on its own, while signified is the idea and concept of the logo, which to many would be superman him self but it is actually "hope". Making the sign Superman, he sign is a combination of both the signified and the signifier. "In fact, the logo is not a letter 'S', but a Kryptonian symbol meaning hope" - as DC Comics writer Mark Waid explained in his 2003 story Superman: Birthright. It is due to the fact that language plays an extreme part in this common mistake.

Since the English language is what is mostly used in the comics. If one was to see him and the letter "S", the two would be put together as "S stands for superman!" but in fact the logo works similar to hieroglyphics. It doesn't mean the same letter that is native to our language or anything real but instead on the planet that he was born from they see it as the symbol for hope in their native language. Even though we see the letter "S", that's not what they see. Similar to real hieroglyphics where the scarab beetles would stand for "new life" or something. It won't be representing the actual beetle but what the beetle represents to them.

So the logo on the t-shirts of superman even has a similar role in the field of theory to how similar hieroglyphs work with the idea of signified and signifier equaling a sign. Even though the idea and concept behind the design was for a fictional hero that eventually started to sell merchandise. It even still plays a similar role to how the human language and mind has gone so far to make such an image on a shirt become universal. The symbol, that no matter where you are around the world and no matter the language others speak. The image will mean the same and represent the same thing to everyone.

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