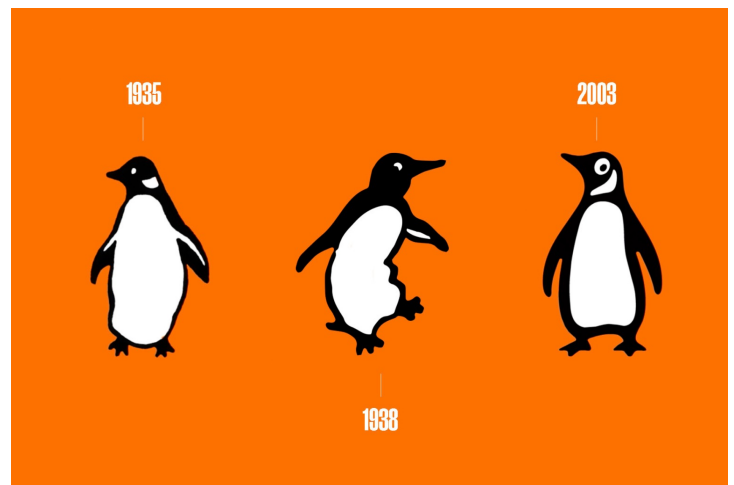
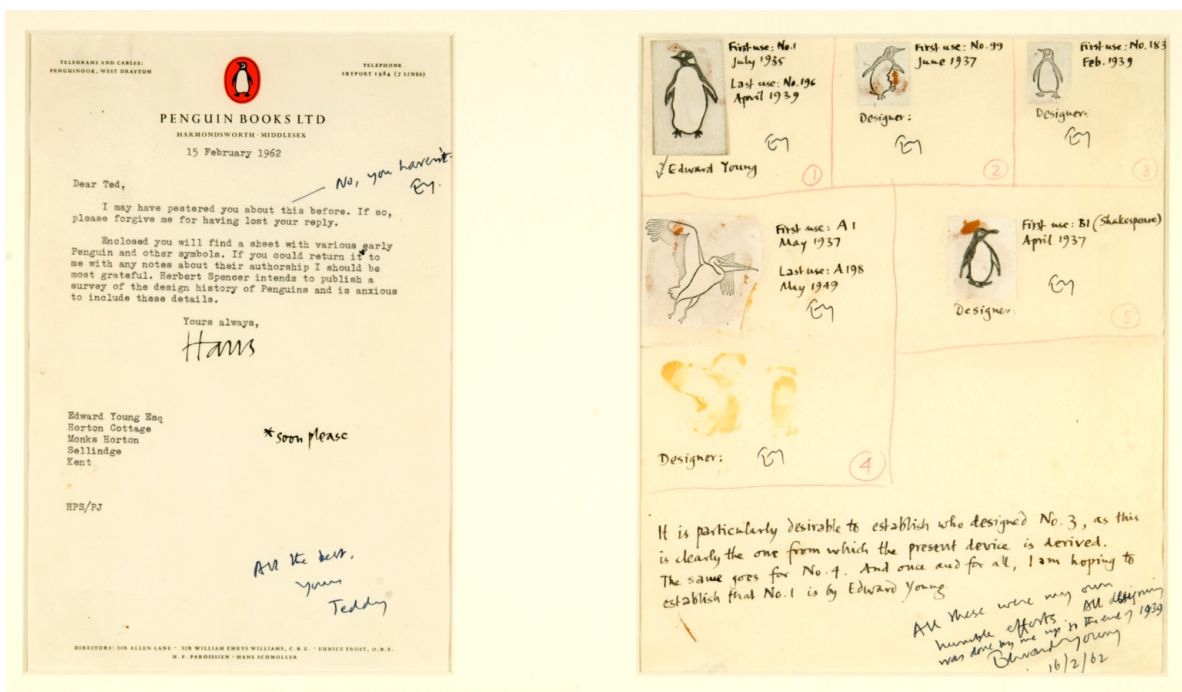


Penguin Book's logo evolution had its humble beginnings on the pages of Edward Young's sketchbook. The original logo was inspired by a penguin at the London Zoo; the idea of the name—which inspired the logo—came from secretary, Joan Coles. Young passed his sketched to graphic designer, Jan Tschichold, who created the first series of prototypes in the mid 1930s. The penguin started out a bit plumper, then a few years later Tschichold gave the penguin a little movement. Finally, a few strategic changes were made, “including placing the penguin’s feet on the horizon line rather than having his right foot kicking out” and raising his beak “slightly higher making him appear more ‘chipper’”. It took Tschichold three years to design it, whilst creating standards for how the books were to be set up and designed.



Above: Evolution of the Penguin logo  
Below: Original sketches by Edward Young





Above: Original design on books by Tschichold

Overall, the logo remained very similar to its original design. The 2003 version almost completely reverts back to the original, just simpler rendition. Pentagram's Angus Hyland revised Tschichold's penguin making him a skinner version. In collaboration with Michael Bierut, they created the newest Penguin Random House logo. The logo was originally matched with Gill Sans and paired with orange, red, green, and blue—depending on the genre—details on the book covers. In its later version, Penguin Random House used Shift Light for its simplicity and legibility at small sizes. The slab serif font was designed by Jeremy Mickel.



Below: Penguin Random House using Shift Light font

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