Muna Alghuzi

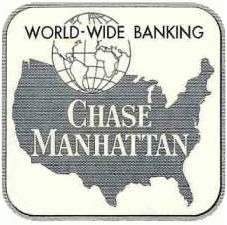
Digital Media

Writing Assignment Draft 2

The Unspoken Logic

*“No design works unless it embodies ideas that are held common by the people for whom the object is intended.” —Adrian Forty.* Throughout the years Chase Bank has been known for being one of the dominant banks in America and is still growing. With banks in twenty-six states across the United States it is named one of the four most well-known banks. Since its first open in 1799 their logo has changed six times. Their focus was establishing a logo that is modest and effortless, which today is one of the most recognized logo in the country. As the years have went on since the start of Chase Bank, about 1,200 forerunner institutions such as The Chase Manhattan Bank, Bank One, Manufacturers Hanover Trust Co. and so on have merged together to create today’s company. Despites the different logos in the end, chase chose simplicity and effortlessness to represent them in a world where extravagates logos are showcased.

As many has wondered, what goes in developing the symbol that represents the face of the company. The chase logo has been thriving for almost 60 years making it one of the first corporate company to use such abstract design during the 1960s. As stated in the quote “Design firm Chermayeff & Geismar Associates presented eight symbols, including a sleek octagon they called "a simple yet powerful geometric form embodying a strong feeling of motion and activity.” Basically, it’s trying to say that the logo itself should be something that would be simply neat but still would look influential and one that can convey a message behind it. The ‘strong feeling motion’ of the chase logo tells us that the four symbols represents an activity of moving forward in motion.

*1955-1961 The first chase logo.*

The evolution of the chase bank logo has changed drastically since 1955, which was named worldwide banking with a small globe behind it and a big white colored type written, Chase Manhattan placed on the United States. 1961 was when Ivan Chermayeff and Tom Geismar designed the octagon symbol, and still used till this day. The original colors of the four pieces of the octagon symbol were blue, brown, black and green but, in 2004 the designers decided to make the whole logo a solid blue octagon. Not only is the color and the shape of the symbol important but it also has something else. The quote states “The four parts of the octagon- originally black, brown, green and blue—represent forward motion, while the white square in the middle suggests progress originates from the center.” Simply put, the geometric shape of the logo is going forward starting from its original spot which is the center. Not only was the logo changed but also the name of the company. Chase bank has its own typeface that signifies it which is called Zekton Bold and still used till this day.

The creating of the chase logo has had an influence on a few of the companies that are successful today. “…Sparking a change in marketing and branding that McDonald’s, Apple and Nike clearly have followed.” Since it was one of the first logo designs to ever use an abstract shape during that era, everyone thought of it as something dynamic, simple yet effective on getting the attention. All it needed was something that is neat, simple and powerful. Tom Geismar, one of the designers has his own way of critiquing a successful logo design they are, “Appropriate that fits well for the client and their business, Distinctive that stands out, but easy to recognize and memorize, and Flexible that works in different sizes and in various contexts.” Basically, the design of the logo will differ based on what the company is based on and creating the logo it must many outcomes not just only one.

*The second Chase logo 1962-1976* 

The Chase bank symbol has shown us how simple and memorable a design can be, it also had influenced many other companies because of its unique and powerful abstract shape. Not only was it successful in its design, but also in business. It is one of the most successful banks across the United States and still standing till this day. The blue octagon is recognized throughout America, people would identify the logo online, their debit or credit cards, the streets and billboards as well. It started out small in 1799, merging institutions making it the way it is today a big successful corporate company establishing a modest and effortless logo by designers Ivan Chermayeff and Tom Geismar.



*The third Chase logo 1976-2005*



*The final Chase logo 2005-Present*

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