

the  
gap

1969



the  
gap

1976



1986



2016



BEFORE

Gap

(IGNORE!)



AFTER

- The Gap symbolises American laid-back fashion, including denim styles, casual t-shirts, and hoodies.
- The Gap was the brainchild of Don and Doris Fisher. These entrepreneurs created the Gap for the “simple” reason that Don couldn’t find any jeans that fit well.
- Gap, Inc. got its’ name from the term “generation gap”. The first Gap store was built in 1969. “Generation Gap” was a buzzword often used in the late 1960’s to describe the divide between older adults and the younger generation.
- Gap, Inc. trademarked its’ name “Gap”
- Gap, Inc. is a publicly traded company and the parent company of GAP, Intermix, Banana Republic, Athleta, Old Navy and Hill City.
- Created in 1986, the current Gap logo is classic and iconic. The Gap made an unsuccessful rebrand attempt in 2010.
- The original Gap logo(1969) consisted of rounded lowercase letters. The “Gap” letters were based on a circle shape and the word “the” met the letter g at a sharp angle, creating a unique effect. In 1976, the word “the” was placed horizontally above the word “Gap” and every letter got a bolder typeface.
- In 1986, the iconic Gap logo was created. The logo lost the word “the” and changed its’ typeface to a condensed Serif. The word “GAP” used all uppercase letters and sat in a blue box. The wordmark “GAP” was white. The navy blue background represented excellence and exclusivity. The white letters portrayed the Gap’s charm and appeal. In 2016, the Gap created the logo it uses today. The navy background was changed to a white background. A simple black wordmark was juxtaposed against the white background. The condensed Serif font used is a customised version of Ann Pomeroy’s Spire Regular typeface.
- In 2010, GAP, Inc. attempted a rebrand, using the rebranding company Laird & Partners. The new logo featured a Helvetica font with a small blue square with gradient placed on top of the letter p. Gap, Inc. stated that the new logo was more modern and keeping the “heritage through the blue box while still taking it forward”. Customers hated the logo and the Gap tried to crowdsource a new logo but finally reverted back to the iconic navy and white logo. The logo failed based on design and the idea that the Gap hadn’t done any changes to its’ product line to its’ clothing line so a rebranding effort with a new logo wasn’t viable.
- The current Gap logo and the original Gap logo(1969) use a black and white color scheme. The background is white and the letters are black. From 1986-2016, the wordmark was white against a navy blue background.