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Logo Evolution of Burger King
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When you're out with some friends or family and you suddenly get hungry, what's the first thing that you look for? The logo of a food chain, logos have a huge role in a business but most consumers don't realize this. Imagine walking in Manhattan and trying to find a store but there is no logo to identify or every single logo on the black is just blank. Sounds like a horrible experience right? That is why businesses pay a significant amount of money to design firms, so they can develop a brand identity. A great example of a successful company logo is BurgerKing's. When you hear BurgerKing you will immediately think of its vibrant red sans serif font that contrasts very well with the blue stroke behind it, and with the vector hamburger buns which creates a sense of hunger.

What most people don't know is that Burger King was originally Insta-Burger King. The company was founded in Florida by Keith Kramer and Matthew Burns. In 1954, Insta-Burger King was bought by James Lacmore and David Edgerton and the new owners renamed the company Burger King.



Picture of original Insta-Burger King Credit: <https://burgerbeast.com/burger-king-history/>



A picture of when the franchise was called Insta-Burger King

Credit: <https://www.businessinsider.com/photos-burger-king-changed-through-the-years>



BURGER-KING



1954

1954

1957

Chronological order of logos 1954-1957 Source: <https://1000logos.net/burger-king-logo/>

Their first logo in 1954 is when the rebranding took place, from Insta-Burger King to Burger King. The typeface for this logo is a basic Sans Serif which makes it legible. There is also an illustration which is a sun rising, giving a welcoming feeling. During the same year their logo was changed to a more minimalist approach. It went from a san-serif font to a more decorative sans-serif. In the second 1954 logo the B and K are uppercase, whilst the other letters use small caps. Small caps are uppercase letters but with a shorter height, it is generally used for a form of emphasis without dominating the uppercase. Both 1954 logos utilize an achromatic color scheme (which means no color) but that changes in 1957. The 1957 logo kept the decorative typeface similar to the second logo but made it rounder and also added color. The designers also used an illustration to show a king sitting upon the burger throne.



An image of the restaurant using the late 1954 logo/typeface, [Credit: https://burgerbeast.com/burger-king-history/](https://burgerbeast.com/burger-king-history/)

The logos continued to evolve in the next decade. In 1969, the type in a bun logo made its first appearance. In the 1969 logo the colors for the buns are ochre and the text is red with a bold almost round sans serif style font. The logo design was also utilized in Australia for Hungry Jacks.



Hungry Jack's logo made in 1971, inspired by Burger Kings 1969 logo
[credit:https://inkbotdesign.com/history-of-the-burger-king-logo-design/](https://inkbotdesign.com/history-of-the-burger-king-logo-design/)

Hungry Jack is owned by Pilsbury like Burger King is, the name is different because of trademark purposes. Jack Crowin, the owner of Hungry Jack's chose the name from one of Pilsbury's products which is called Hungry Jack's.



Burger King restaurant in Germany 1994, after the Leninplatz was removed
credit:<https://www.flickr.com/photos/sludgeulper/4198567146/>

The logo in 1994 didn't get a huge upgrade like before, but the reasons for certain changes are important and crucial. The logo got a more traditional sans serif font that is still a similar hue (meaning color or shade), the ochre for the bun was taken out and it became a more orange tint. The reason for this change is because it's meant to represent passion and young free spirit. The logo gives off a feeling of confidence and solidarity. Now the current logo that we all know was created in 1999. This logo took the solid and confident design of the one before it and improved it even more. This logo was created by the Sterling Brands agency. Some designers who worked on it are Debbie Millman, Ian Perkins, and more. Debbie Millman in a medium.com article stated this, "People do not read first. First and foremost, they see color. Then they will see numbers, then shape, and then, if you still have their attention and they understand what you put in front of them, then they will read." What she said matches the Burger King 1999 logo, it uses vibrant colors to draw in the consumer. On April 26, 1999 an article called "Burger King Plans systemwide overhaul in operations, image" talks about the motives for the logo change. The reason why there was a change was because the president of Burger King corporation wanted to keep the sales up and drive more traffic to their restaurants. Paul Clayton the president of Burger King corp stated he wanted to make Burger King the preferred choice in the fast food industry. The 1999 logo was given vibrant colors, a red hue for the word 'Burger King', the bun is now a yellow tint, and the blue stroke creating a sense of contrast. The word 'King' is in all caps, and the words Burger King uses a sans serif typeface.



Burger King logo evolution 1969- 1999

Credit <https://1000logos.net/burger-king-logo/>

The current logo for Burger King (1999) does something that the others quite didn't get, it makes the consumer feel a sensation of hunger which obviously would work well for a fast food place.

The reason why this brand went through a few logo redesigns is because of a few things. One of them is the brand identity for Burger King is to stand out against its competitors such as McDonalds and Wendys. Logos make you memorable to your customers, it could either mean you have a packed restaurant or an empty one, that's how much influence a logo has. That's why also in the evolution of these logos you can see how Burger King kept to a certain theme or style their illustrations. Burger King's logo is a great example of a successful logo. In an article on popsop.com it states that after Burger Kings rebrand the brand saw a 10-12% increase in sales. Here are examples of the logo being used in advertisements and packages.



The launch of sausage croissan'wich (plant based)

credit: <https://thebeet.com/meet-the-impossible-croissanwich-now-at-burger-king-nationwide/>

The logo is the same but instead of the red, yellow, and blue it is just a dark brown to go with the advertisement.



Burger Kings release of Maple Waffle Sandwich

credit:https://www.instagram.com/p/B1L9Nf2IXE4/?utm_source=ig_embed

<https://www.delish.com/food-news/a28709843/burger-king-maple-waffle-breakfast-sandwiches/>



Burger King restaurant being created near the University of Dayton

<https://www.bizjournals.com/dayton/news/2018/12/31/new-burger-king-restaurant-planned-near-ud-arena.html>



Burger Kings unhappy meal, same logo but it is white

<https://www.cnbc.com/2019/05/02/burger-king-takes-on-mcdonalds-with-a-range-of-unhappy-meals.html>



Burger King kids meals advertisements in Europe, 2014

credit: <https://news.hisstank.com/2014/10/09/g-i-joe-kids-meals-at-burger-king-in-europe-13358>

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