

Mark Criollo

Research Paper

Pepsi Logo



The logo I have chosen is the Pepsi logo. I picked this because Pepsi is a major company in the beverages department. The company was founded in 1898. As you can see above, the logo from 1898 to now, the company made many changes throughout the decades. Even though there is a lot, the concept only has change once. The first four logos had the name of the brand in a curvy horizontal direction. Until the 1950s, is when the concept changed with a ball with a red, white and blue color scheme that we know today while keeping the swirl motion like its predecessor.

Before Pepsi made its way into the market, it was called “Brad’s Drink”. The name was based on the man who made the drink in his house. However, he wanted to reach a broader audience and felt like the name was not as appealing as, what later is called, “Pepsi-Cola”. The name was made to describe the 2 main ingredients of the cola. The 2 main ingredients were Pepsin and kola nuts.

The first logo was made by Caleb Bradham. After the brands renaming, the logo was made and trademarked in 1903. The logo had the name “Pepsi-Cola” in red colored fonts. The style appears with thin type and hard edges. This makes it almost illegible if you were to put it in something small like an 8 fl oz. bottle. While the updated logo in 1905 has no edges and thick type. It would be placed in a light background, in which, makes it very legible with red being a strong color. The thickness in the type helps with that as well. The logo updated

a year later with additions. The word “Drink” was added on to the ribbon-like end of the capital C in “Cola”. The logo is slightly wider while still maintaining a mono-red color scheme. This remained to be Pepsi’s logo for a few decades until 1940. The word “Drink” is removed along with the serifs for more simplicity. It was the first logo to rid the serifs that remained ever since the first logo back in 1898. The P and C still have the curves as they did at first. When war was around, Pepsi wanted to contribute with support in a patriotic logo. This is where the red, white and blue colors started to come into play to lead to the logo we know of today. The round shape was to go along with the bottle cap. The copy for the logo remained unchanged. In 1962, the logo removed the word “Cola” completely and replaced all type into san serif to fit in modern times.

For logos ahead, the red, white, and blue globe for Pepsi would represent the brand and stand out from its competitors, such as, Coca-Cola. Coca-Cola is a direct competitor in the cola soda industry. It had big marketing campaigns. One being the “Share-a-Coke” campaign in 2014. Pepsi had many different and small agencies highlighting their brand while using recycled ideas. “Joy of Pepsi”.

Bibliography

Outside the Library Database

Stark, Tony. "Pepsi Logo." Logo Design Blog | Logaster, 16 Dec. 2011, www.logaster.com/blog/pepsi-logo/.

McWade, John. "Does Pepsi's New Logo Work?" Before After Design Talk, 9 Feb. 2009, www.mcwade.comDesignTalk/2009/02/does-pepsis-new-logo-work/

Crum, Maddie. "Pepsi Logo Timeline: The Evolution Of The Company's Brand." The Huffington Post, TheHuffingtonPost.com, 28 Dec. 2012, www.huffingtonpost.com/2012/12/28/pepsi-logo-timeline_n_2279676.html.

Pace, Richard D. "The Marketing of Soda: Coca Cola vs. Pepsi PR Strategies." Everything-PR: Public Relations, Marketing and Social Media News, 10 Dec. 2015, everything-pr.com/beverage-pr-marketing-coke-pepsi/74899/.

Word Count:509