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Logo Research Paper

The P&G Logo Evolution

The Proctor and Gamble Corporation, AKA P&G, is an American Corporation founded by the English immigrant and Candle Maker, William Proctor, and the Irish American Soap Maker, James Gamble in 1837, (Wikipedia.org). Proctor & Gamble is currently a multinational company with a \$78.34 Billion Dollars 2021 revenue, (macrotrends.net). The company manufactures personal health and hygiene products. These products include the following brands: LUVS, Pampers, Cheers, Tide, Gain, Bounty, Charmin, Always, Tampax, Venus, Gillette, Old Spice, Pantene, Dawn, Crest, Oral-B, Scope, Vicks, Ivory, Olay, Old Spice, Secret, and many more, (us.pg.com). According to the Proctor & Gambles' Citizenship Report 2021, Jon R. Moeller, *President, and Chief Executive Officer*, of P&G state the following:

P&G Brands are trusted by millions and have been passed down through generations. These brands have challenged convention, led innovation, and helped shape culture. An unwritten acknowledgement between company and colleague is that being our best and doing our best for one another, for people who buy P&G products, and for the world around, will lead to mutual success. P&G uses film, advertising, and programs to advance equity in the industry and society as a whole. Diverse groups of P&G employees are involved in advancing innovative ways to grow the business and support their own communities. Our Equality & Inclusion efforts are focused on helping create a world where equality and inclusion are achievable for all, inside, and outside of P&G. Building and sustaining a robust business for more than 180 years depends on maintaining strong ethical, compliance, and quality standards across everything we do. (Moeller)

Yet, during the 1980's a satanic panic targeted Proctor & Gamble, and the P&G Corporation spent decades battling false claims that it was in league with the devil (Skvarla). It seems that from the 1970's through the 1990's a fear of Satanic Cults was upon the American culture in the United States, due to incidents like the *Manson Family Trials*, and movies such as *the Exorcist*. A man from St. Paul, Minnesota, name Jim Peters, who was the music director of a Zion Christian Life Center in St. Paul, became motivated by this fear and created a crusade against Proctor and Gamble. His mission was to claim Proctor & Gamble to be supporters of the Church of Satan because of what he thought to be hidden Satanic Imagery in its logos.

In the article, *Rumors Giving Company a Devil of a Time*, Minneapolis Tribune, March 1980, the then spokesperson of P&G, Tressie Ross, explained, to the media that such claims were without merit (Skvarla).

It was first developed by wharf hands to mark STAR candle crates boxes. We then decided to formalize it, create the graphic 13 stars for the original American colonies. It was officially trademarked in 1882 but the incorporation of face in Moon happened before that. It was the logo created in 1930 that created the rumor but no until the 1980's, 50 years after its creation. (Skvarla)

Jim Peter also claimed that he found a copy of the Proctor & Gamble logo in a book by the British Egyptologist, E.A. Wallis Budge, *Amulets and Superstitions* It should be noted that during Jim Peter's crusade, he, and his brothers became famous for a series of seminar, and a pseudo- documentary against rock music. (Skvarla). In my paper I will present Proctor & Gamble logos as they changed since 1851 until now, and I will analyze the symbols used in each logo, as it reflects the mission of P&G as a company

of service to health and hygiene and not Satan.



The very first Procter and Gamble logo, created in 1851, is a simple horizontal and vertical line intersecting at the center. It has the appearance of a cross. In pre-Christian era symbolism the cross is a symbol of space, earth, and sky (Benson). In 1853 the logo was that of an encircled pentagram. This symbol is called a pentacle because it encircles a pentagram. A pentagram is a five-pointed star that represents the five human senses, sight, hearing, touch, taste, and smell, or the five elements of nature: wood, water, fire, Earth, metal, or the first five planets from the Sun, Mercury, Venus, Mars, Jupiter, and Saturn. (mythologian.net) Its significance depends on the historical context of our ancient ancestors who first used this symbol. The pentacle can be traced to Mesopotamia 3500-3000 BC. The pentacle is a symbol that communicates positivity or negativity according to the direction of its upmost arrow. (mythologian.net)



In 1859, 1875, and 1883, three distinct versions of the same Procter & Gamble logo appeared on the radar. However, each one has a circle with a crescent moon and thirteen stars. The first two appear to be line drawings, similar to the drawing style of the 1851 and 1853 logos. The 1875 logo becomes a

bit more graphic. All three are designs are circular, with the crescent moon emerging from the right-side circumference, and thirteen equally sized stars scattered within its remaining space. The 1859 logo was designed two years before the United States Civil War. Its appearance is the least graphic of the group. The stars also seem more disorganized than the pentagrams in the 1875 and the 1882 logo. There is no face on the crescent moon of the Proctor & Gamble 1859 logo. The personified crescent Moon emerges in the 1875 logo. This logo was designed ten years after the end of the Civil War. In this logo the face that appears uncertain. The 1859 and 1875 logo are both designed with a white background and black stars. It is not until 1882 that we encounter a Proctor & Gamble logo where the pentagrams are white and placed on a black background. The face on this logo design is much more realistic than the face on the one previous. The expression has also changed to one that communicates patience.

So far in the Proctor and Gamble logo evolution, Proctor and Gamble has been consistent in redesigning its logo to include the pentagram, and circular space since 1853, and consistent in including a crescent moon, and thirteen pentagrams, since 1859. It wasn't until 1875 the logo design for Proctor & Gamble included a profiled face incorporated into the crescent moon. Symbolically, the circle which is a primary shape, representing limitless things, such as eternity, and infinity. The circle also represents unity and wholeness. (Jay)

Since there have been always 13 pentagrams in the Proctor & Gamble logo since 1859, it is fair to investigate the symbolism of the number 13 outside of it being representative of the original thirteen States of the United States of America. According to my research, the number 13 symbolically is the number that cleanse and purify. Thirteen also represents the passage to a higher level of existence. (ridingthebeast.com) As for the crescent Moon, it has been recurring in art and spiritual thought for

over 30,000 years, as a symbol of power. (Keil-Leavitt) It is a powerful thing to heal. The so-called Luna, half-Moon, sickle of the Moon or waning and waxing Moon is also a sign of fertility related to life and death, and thus, a popular symbol in many religions. It pinpoints changing seasons, the flowing tide, and the feminine menstrual cycle. (Rote)



In the 1930 P&G redesigned the 1882 logo. This new logo had the same elements as the prior three, yet the arrangement and design of these elements were strikingly different. The thirteen pentagrams are now of various sizes, with five stars are noticeable larger than the rest. As a group the stars curved away from the crescent Moon it forms an arc beside the right circumference. The crescent Moon is now a strong and confident personification of a man's face. The face is distinguished and contemplating, with long curling hair, and full lips. The face appears to be gazing beyond the 'empty' space that lies between itself and the stars. Since this design holds all the elements of the prior three, the symbolic value of the thirteen pentagrams and crescent are maintained. The only difference is that of the five larger pentagrams. It is believed symbolically that the number 5 represents divine will, divine transformation balance and harmony, and God's goodness and grace. (deeperspirit.com)

It was this 1930 logo design that James Peters claimed exhibited symbols and support for the church of Satan. Jim Peters unfounded accusations and crusade against P&G, caused a loss of millions in sales and rebranding, during the 1980's. (Skvarla)

The use of the Procter & Gamble thirteen stars and crescent were discontinued more than a

decade after Jim Peters began his attacks is the early 1980's. However, before that occurred two more stars and crescent logos were designed for the company. The 1931 Proctor & Gamble logo design emerged with an additional design element, horizontal lines. Horizontal lines represent the path from birth to death, beginning to end, and linear time. (symboldictionary.net) The addition of horizontal line, as seen in the 1931 logo designed (centered in the illustrations above), symbolically reiterates the service and mission of Proctor & Gamble. However, it was too esoteric for those who claimed Proctor and Gamble was involved with the Church of Satan. Their reason for these continued attacks were that they believed, the man on the Moon was a representation of a horned devil with hidden "666" combination. (Stamper) These horns and these 6's were just the curly hair texture flowing from the face of the crescent Moon. Even if one was to see the numbers 666 symbolically that number positively represents work and what works. It is the pride of accomplishment and the pride of light. All of which includes relationship. The negative aspect of 666 is the thought of having *everything* completely figured out. (Payeau) Horns symbolizes generative power, as well as mental and spiritual strength. (Barrigan)

The final Proctor & Gamble, 13 stars and personified crescent Moon logo was design in 1991. I was designed after the Satanic scandal. In appearance this logo is nearly identical to the 1930, and 1931. The difference is that the personified crescent man hair is now straight, not curled. His lips are thin not full. His expression is calm and more reflective. There is now six prominent stars amongst the thirteen pentagrams in the sky. Six symbolically meaning unconditional love, protection, sanctuary, and the primal urge to nurture and care for those in need. (numerologist.com)



The final P&G logo and the one used to date was designed in 2013. There are no stars, or personifications, yet a rounded image of the Moon still emerges from the same circular disk that is seen in all previous P&G logos from 1953 onward. Also, there is a waning crescent, that is indicative of a movement to decrease the shadows on the Moon's face until it fully reflecting the Sunlight. Serf letters, capital, italic, white, 'P&G' are centered vertically, and off centered to the right. The disk itself is blue. Symbolically blue is the color of trust and loyalty. Blue has a calming and relaxing effect on our psyche, that gives us peace and makes us feel confident and secure. It dislikes confrontation and too much attention, but it is an honest, reliable, and responsible color. You can always count on its support. (Color-meaning.com)

For a brief time before the unveiling of the 2013 logo, Proctor & Gamble used only the P&G initials as the company's logo as it dealt legally with the fraudulent rumors that attacked their reputation. P&G was awarded \$19.25 million in a civil lawsuit against former competition Amway, after they reinvigorated the Satanism rumor in 1995. (Stampler) The following statement was made by Proctor and Gamble after the unveiling of the 2013 logo. The Moon and the Stars serve as a reflection of P &G's unique ability to touch the lives of consumers throughout the phases of their day, their lives, and across generations. The system is fluid and flexible, allowing the design to be innovative, beauty-inspired, or heritage-driven, depending on the need. (Stampler)

It is my conclusion that Proctor & Gamble has always been a company of service to health and hygiene. From the company's very first logo to its current blue disk, Proctor and Gamble logos have continuously reflected ideas related to healing, spirituality, and the universe. It also seems to me that Proctor & Gamble logos were not purely selected for design purpose. The strength and Universality of their symbolism speaks of knowledge and wisdom. It is unfortunate that Proctor & Gamble was attacked and falsely associated with the church of Satan. I believe the cause was ignorance, jealousy, both just as dangerous as the other. However, in time Proctor & Gamble proved themselves not to be the lies that were said of them. They believed in their standard, their commitment to health and hygiene, brands, products, and logos. True, Proctor & Gamble logos are highly symbolic and esoteric. Their data is ancient and universal, which makes Proctor & Gamble a true force to reckon with.

Proctor & Gamble products and their brands have made millions upon millions of peoples, regardless of their social economic statue, a bit more comfortable. The company's mission includes our own self-care and cleanliness. There is nothing immoral, unprincipled, fraudulent, or villainous about Proctor & Gamble brands and products. As a designer, I see that Proctor & Gamble logos are designed to keep the company focused on a particular direction. Expansion. Their logos intelligently incorporates universal symbols, and history. Their health and hygiene products are designed and developed to serve the need of all.

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