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COMD 1112

Digital Media Foundations

7-Eleven

Before 7-Eleven sold the almost icy drink known to everyone as a slurpee they started out by just selling ice and the company looked really different from when it first opened its doors in 1927, in fact they started with a whole different name and provided a whole different service. In 1927 they started as the south land ice company and were known for providing houses with ice so to store there food and was founded by (<https://tshaonline.org/handbook/online/articles/dhs02>) As time went on the in 1937, 10 years later the South land ice company started to add more grocery related items to their inventory and then soon realised they sell a lot more than just ice now. So they had to go through a rebranding but this isn't where they becom the quick convenience we all come to know and love.

In 1937 the South land ice company became what was known as a convenience stop "Tote'm" and there logo was the word but a totem pole was in place of the "T". The reason for te change of the name was to reference to what they wanted their customers to do when they came inside and that was to " tote away their spoils". (<https://www.rd.com/culture/7-eleven-logo/>) Another 9-10 years would pass and the company would of have shops under the name Totem and City Ice. The company was around during the great depression and was also going through bankruptcy like many other companies at the time. Joe C. Thompson became President of the company during this time and through this and the economic situation they decided to focus on the food and drink aspect of their business and this is where they become the late opened shop we all know.

Now with a new business model they chose to focus on, they need new branding and with new branding comes a new names. When looking for new branding the company turned to Tracy Locke Advertising for assistance and it was them who chose the name "7-11" to reflect

the stores business hours. (Why does the logo for "7-ELEVEN" end with a lowercase "n"? by Mouseflow) And by 1969 they designed the orange, red, green logo we all recognize. There logo is a orange and red numer seven with th word elven written in green layed on top of the center of the number. But no only that eleven is spelled in all caps except for the last letter, the advertising company decided to make the "n" be left lowercased And the reason that the "n" is lowercased for smoothness. The look they go for is convenience, the way that they've been trying to apeal to their customers is by making sure that they are a place for quick and easy eating while having items besides food like alcohol and toilet paper. And if you go to Tracylocke.ca you can see and old version of the 7 eleven logo where all the letters in "eleven" are all uppercased and has an outline. But before they could be known around the world they would start out small with only a few stores intexas that opened around 1946. In the late 1950's they would expand their stores futher to the east coast and while Joe C. Thompson was president at the time, and it was here that they would start to franchise stores. But this wouldn't last.

After expanding there stores more across America 7-elevens parent cmpany "South land" would license a Japanese affiliate in the early 70's and this would help them open around 5,000 more oulets giving them the ability to purchace Chief auto parts and sice they now sold auto part some them became gas stations and this was enough for them to go forward in purchasing CITGO Petroleum to supply the stations. But the company would go through more hard times and after the canadian Fnanceir threatened a hostile takeover the company was forced to sell off 50% of CITGO making the company go private. As time past the Thompson Family would suffer through debt and from this they would have to sell off Chief auto parts to repurchase shares putting them through even more debt. Soon a majority of its stock would be owned by Ito-Yokado CO. and it is here that South land was no more and the Japanese retailer made it official there is only 7-Eleven. But in 2013 in New York in the financial district a 7-Eleven demo store where it has an updated logo and new interior to look more modern and smoother. If you look at the logo on the store they changed the placement and if you look at

the letters they are all lowercased and while instead of looking like a square it is now just a line. Now since its now 2019 you can see the change didn't catch on and while some store may have a udated look overall the 7- elevens we all know are here to stay.

(UnderConsideration. "One Slab at a Time." *Brand New: New Concept Store for 7-Eleven by WD Partners*, www.underconsideration.com/brandnew/archives/new_concept_store_for_7-eleven.php.)



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