

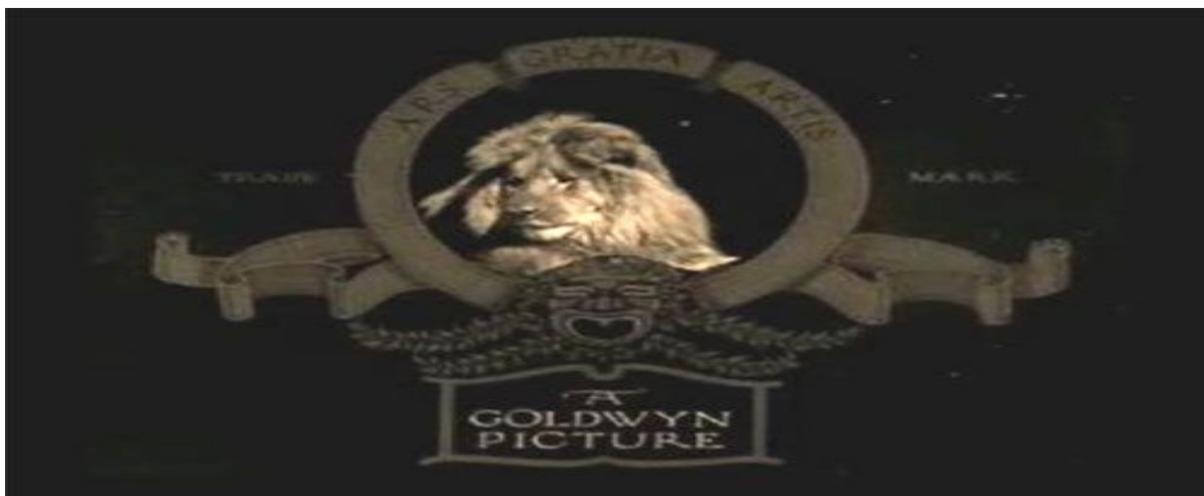
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Digital Media Foundations

The Logo Research Report

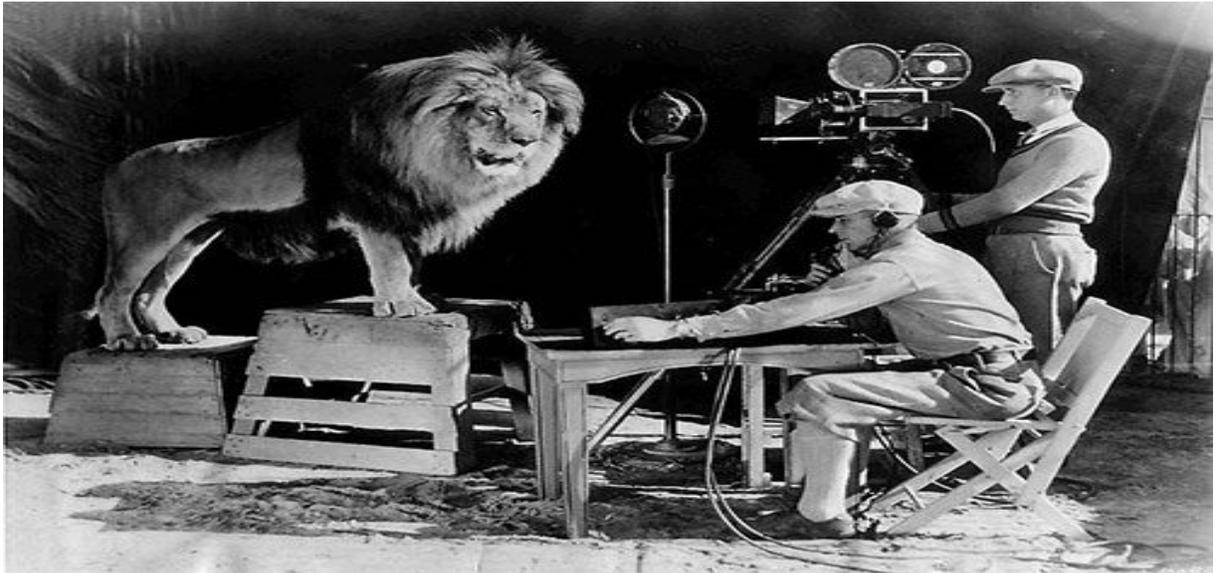
Before I get into the different variations of the MGM Logo (Metro-Goldwyn-Mayer Studios Inc.) let me tell you a little bit about of history about the company itself. Metro-Goldwyn-Mayer Studios Inc. is an American Media Company, that is involved in the production of movie films and television shows. This company is considered to be one of the oldest film studios in history. It was founded on April 17, 1924; 94 years ago. In 1971, it was announced that MGM would merge with 20th Century Fox, a plan which never came into fruition. MGM filed for Chapter 11 bankruptcy. MGM emerged from bankruptcy on December 20, 2010.

The logo used for Metro-Goldwyn-Mayer Studios Inc. is a very unique logo because of the animal they use which is a lion roaring (sound-motion picture). The original logo was designed by Howard Dietz and used by the Goldwyn Pictures Corporation studio from 1916 to 1924. The reason Dietz decided to use a lion as the company's mascot was because it was a tribute to his alma mater, Columbia University, whose athletic team nickname is The Lions, some others believe he chose lions as a nod to the company's co-founder Marcus Loew, who's German surname translates to lion. Whichever the case may be, the MGM lion mascot is a classic trademark within the entertainment industry. Around the logo there is a phrase on the circle above the lions. This phrase says "Ars Grata Aris" which translates in latin to "Art for art's sake." In totally they used about six different lions in total each time they changed the logo.

The first lion called Slats, was used for the first Goldwyn Pictures design. He didn't actually roar, preferring to people watch. But he lion gave an audible roar on July 31, 1928 for the debut of the movie "White Shadows". The roar was heard through a gramophone record since it was a silent movie. Slats, appearing from 1917-1924, he was born in Dublin Zoo.



The second lion called Jackie, his roar was recorded for use at the beginning of MGM talking movies. A sound stage was built around his cage to make the recording. A sound cage is an instrument used to study the human ability to localize sounds in space.



In addition to appearing in the MGM logo, Jackie appeared in more than one hundred films. The majority of the films were filmed in black and white from 1928-1956. One film was the Tarzan movies that starred Johnny Weissmuller.



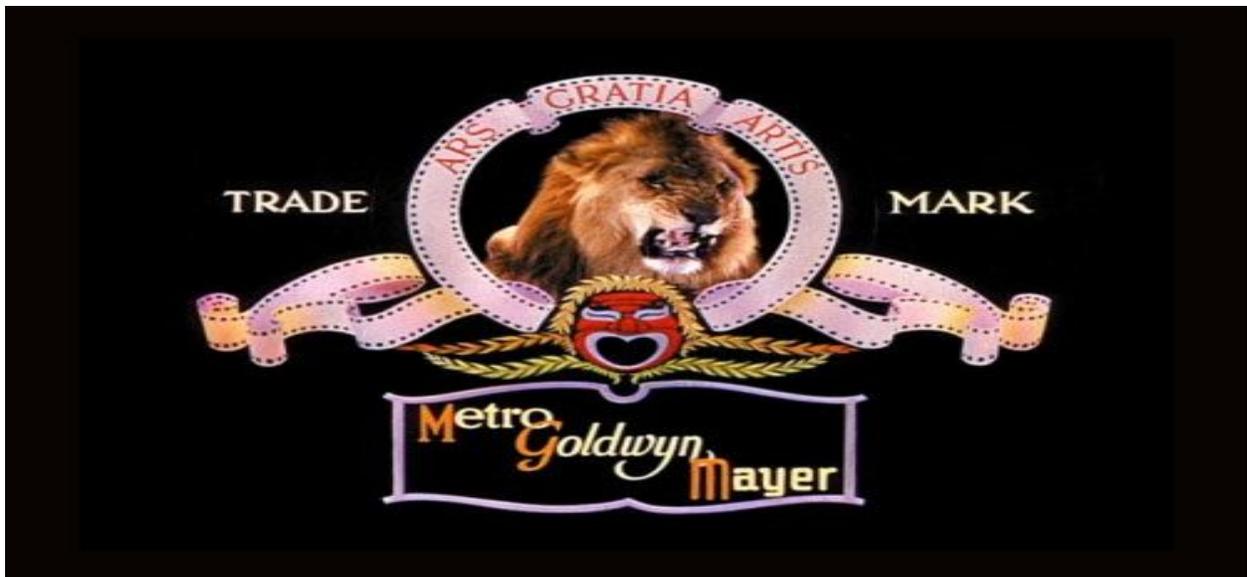
Jackie, 1928-1956, the second lion to be used in the logo

The third lion used had a unique name, Coffee. Coffee was one of lions that was used for two-strip Technicolor test logos on early MGM color productions. Technicolor is a process of color camerawork used to synchronize monochrome films, each in different color to produce a movie in color.



Coffee, 1932-1935 two-strip Technicolor

The fourth lion was named Tanner. MGM began using full three-strip Technicolor films in 1934, and used Tanner for all Technicolor films from 1934-1956.



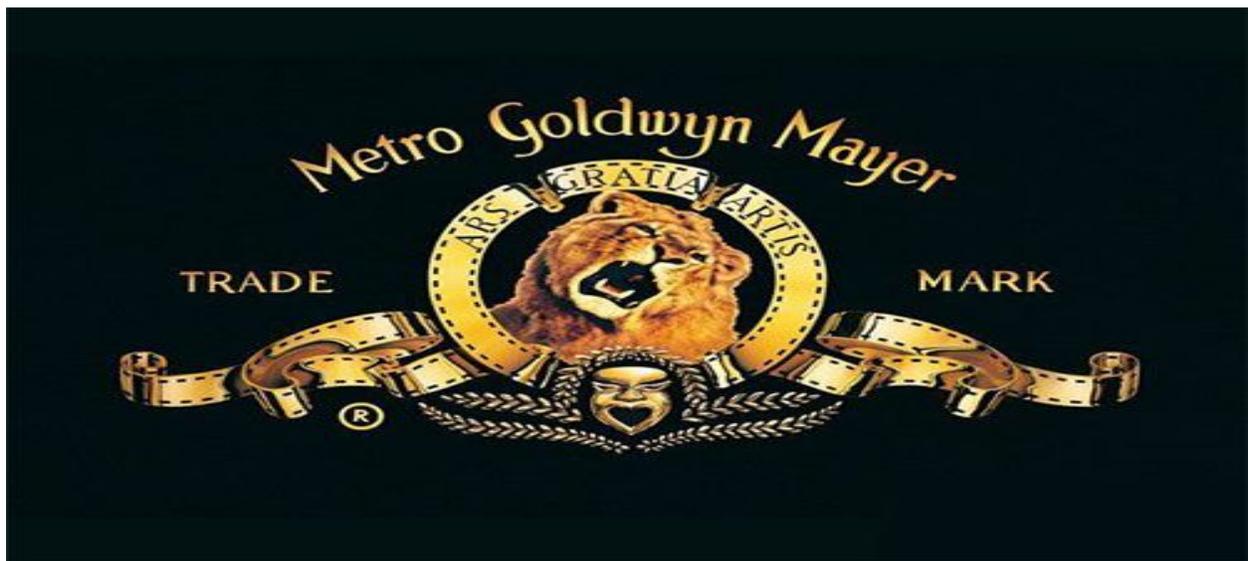
Tanner, 1934-1956 full three-strip Technicolor films

The sixth lion named George, was introduced in 1956. George, 1956-1957



George, 1956-1957

The seventh lion was called Leo. Leo is MGM's longest-lived, having appeared on the majority of MGM films since 1957. He was also the youngest of all the lions at the time (you can tell from the smaller mane) when MGM filmed his roar.



Leo, 1957-present

The Metro Goldwyn logo has had many advancements and changes to the logo throughout the years. Through each advancement, it brings better value to the logo and makes it very unique to be the very first company to use a live animal as advertisement for video. This logo had always been unique to me as a child growing up to watching a lot of movies and just hearing the roar was amazing.

Sources:

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