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History of World Wrestling Entertainment Logo

We've all watched or have friends and family who've watched wrestling before. Wrestling is a sport full of athletes and bodybuilders. This sport developed into entertainment over time. Wrestlers would create different personas that would either be loved or hated by fans. The history of World Wrestling Entertainment dates back to 1952 when the company was called Capitol Wrestling Corporation. Capitol Wrestling Corporation was founded by Roderick James McMahon and his son Vincent J. McMahon. The logo used back then was creative and modern for its time. The company used Ligature to sign their name with linked letters. It was two "C" letters crossed over each other to form the letter "W ". This technique is called Almost-identical Strokes. The letters do not share identical strokes but do flow naturally together. The logo color is black with no outline.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In 1963, Capitol Wrestling Corporation formed the (WWWF) short for World Wide Wrestling Federation. The company had to rebrand itself with a new logo. The logo was long, messy and unorganized. They adopted a "poster" look of identification as their brand. It used Sans Serif typeface for the letters and also has an image of two wrestlers on the left background.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In 1971, the World Wide Wrestling Federation would rebrand themselves again. This new look would evolve to wrestling's most recognizable feature. This logo is simple with black Sans Serif font above the cross hatching sphere and below is the 3 "W" Serif typefaces connected to each other are arranged in pyramidal composition. This technique uses shared strokes. Each letter forms natural links and has identical adjacent strokes on top of the letter.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In 1979, World Wide Wrestling Federation was renamed World Wrestling Federation (WWF) for marketing reasons and the son of Vincent J, McMahon, Vincent Kennedy McMahon Jr, founded Titan Sports Incorporated. This logo resembled the last logo with Black Serif and Sans Serif Typeface over a stretched globe symbolizing the company name called the World Wide Wrestling Federation.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In 1982, Titan Sports Inc, owned by Vince McMahon Jr bought out WWF parent company called Capitol Wrestling Corporation from his father so he could start his quest for wrestling domination across the country. Now to do this, Vince McMahon Jr would need to acquire a new insignia to form a recognizable brand. A new logo was needed, one that broke away from traditional wrestling designs. The new logo would feature a three dimensional look with two “W” letters one on top of the other, with two lines on the right hand side forming the “F” letter. The gradients used in the logo resemble the sky on top and the desert on the bottom. 9 different layers of colors were used to fill-in and 3 different shades of orange were used as the outline.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

WWF shares a similar emblem like that of the iconic symbol of Wonder Woman. There is no connection between the two brands but share similar composition. Although there's no record of the two brands influencing one another's emblem, it's clear WWF imitated a look more akin to that of the comic book. Here are two comparisons of their logo.



PhotoCredit:

<http://thewildrobot.com/wonder-woman-logo-fridge-magnet-dc-comics-justice-league-comic-book-hero-sd3195>



Photo Credit: <https://www.quora.com/Why-doesnt-WWE-have-the-letter-E-in-its-logo>

In 1994, WWF unveiled another logo so they can entice a new audience. The updated logo is similar to the last one and mainly focuses on soft colors that stand out to kids. This new logo has the same iconic design but it's on a 45 degree angle and colored yellow with a blue outline and a blue box as the background. The company embraced this clean look hoping to attract new and young viewers.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In 1997, Bruce Prichard, an employee for WWF, was in a department head meeting. Bruce was known to doodle on everything during meetings. While in the meeting, Bruce was scratching the yellow logo on a scratch pad and tracing it out and that caught Vince McMahon's attention. Vince had just spoken about how the company should have an attitude. Vince took his pad and handed it to the creative department. Creative department created a new logo called Attitude Era Scratch Logo and the red underline signified a scar. The scratch design had no outlines, no colors, no paint within the lines and not clean at all.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In May 2002, the World Wrestling Federation had to change their name and emblem. The World Wrestling Federation was sued by the World Wildlife Fund for having the same acronym and lost the court case. The company gradually changed into its new direction. The wrestling company later changed their name to World Wrestling Entertainment. As part of their new advertisement campaign, they kept the two “W” letters to their emblem and removed the letter “F” out instead.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In 2012, John Lefteratos designed World Wrestling Entertainment's new logo. His thought process was to form a recognizable emblem that was up to date (present) yet futuristic. He had many different concepts for WWE but decided to develop this new logo by giving the previous design a modern look instead. The main influence to this design was a previous design called "Attitude Era Scratch Logo" in the late 90s. A scratch design which was to depict a wild, messy, uncensored persona with attitude. It basically was someone scratching through the logo and someone tracing it out. The colors stayed the same, White letters, Red underline with white outline, and Black background. The Scratching design got replaced with clean, neat, bold outlines. It also has sharp corners and at a symmetrical angle rather than tilt. John's logo was originally part of the company's television network, but took its place as the company banner.

Then eventually becoming the company's permanent insignia. The logo can be found everywhere like on merchandise, on TV, or the internet.



Photo Credit: <https://logos.fandom.com/wiki/WWE>

In conclusion, The company has been around for almost seven decades and is still going strong and trying to be relevant during modern present-day. WWE is proof that they know how to adapt with the living times. Despite the similarity of these emblems, the ever changing logo captures different personalities that are represented by the experiences and sights of everyday contemporary life.

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