

Steph Balloqui

Digital Media Foundations COMD 1112 D106

Research Writing Assignment #1 DRAFT



PLAYBOY

Started in 1953 by Hugh Hefner and his associates, Playboy magazine is an American lifestyle, entertainment, and adult magazine that still continues its legacy and infamy to this day. Playboy played a very important role during the sexual revolution of the 1960s, and the brand alone has grown to become one of the biggest names in adult entertainment. Playboy has managed to become a larger brand outside of adult magazines, and the contents of its brand are far less controversial and shocking today as it was back in 1953. And with the legacy of the brand comes its recognizable black and white logo.

Playboy's iconic logo and mascot, a stylized silhouette of a rabbit wearing a bow tie, was created by Art Paul for the second issue, but was quickly adopted as the official logo and has appeared ever since on most, if not all, of Playboy's output. On the decision to choose a rabbit as the official logo, Hefner said "The rabbit, the bunny, in America has a sexual meaning; and I chose it because it's a fresh animal, shy, vivacious, jumping - sexy. First it smells you then it escapes, then it comes back, and you feel like caressing it, playing with it. A girl resembles a bunny. Joyful, joking. Consider the girl we made popular: the Playmate of the Month. She is never sophisticated, a girl you cannot really have. She is a young, healthy, simple girl - the girl next door ... we are not interested in the mysterious, difficult woman, the femme fatale, who wears elegant underwear, with lace, and she is sad, and somehow mentally filthy. The Playboy girl has no lace, no underwear, she is naked, well washed with soap and water, and she is happy".

Basically, Hefner used the rabbit due to its sexual connotations, and very quickly realized he could play up the sex appeal of his magazine by including the tongue-in-cheek image of the rabbit as their mascot. The rabbit even became a symbol of extroverted masculinity and was even adopted as the military aircraft insignia for the Navy's VX-4 fighter-evaluation squadron in the late 1950s. The logo is also a large source of merchandising for Playboy, appearing on shirts, mugs, and other memorabilia. What started as an inside joke between Art Paul and Hugh Hefner is now the face of one of the biggest adult franchises in history.

The New York Times once said that “Playboy’s logo is one of the most recognizable in the world, along with those of Apple and Nike”, and while other major corporations often rebrand and redesign their logos and mascots over time, Playboy’s logo has been the driving symbol of the company since the logo’s creation in 1954. From being hidden in the covers of the magazines, to being the inspiration behind the name of the infamous Bunny Ranch in Nevada, the Playboy logo is standing up to the test of time, and whenever the world thinks of adult entertainment, they think of that cheeky little bunny in a bowtie.

<https://www.playboy.com/>

<https://en.wikipedia.org/wiki/Playboy>

<https://thehundreds.com/blogs/content/playboys-empire-wasnt-built-in-a-day-but-its-logo->

[was](#)

<http://blog.logomyway.com/hugh-hefner-and-the-history-of-the-playboy-logo/>

<https://goodlogo.com/extended.info/playboy-logo-2598>