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Digital Media Foundations Logo Papert

Marvel Comics Logo



Marvel Comics is one of the most popular companies in the world right now. It is because of their popularity that their logo is one of the most recognizable logos in the world. But this logo was not the logo that was released when Marvel first opened its doors 77 years ago. But over the years the logo has gone through a series of changes in order to become the logo that it is known as today.

The company wasn't called Marvel Comics way back when it first opened. It was originally called Timely comics and their logo was the words "Timely Comics" inside of a shield like shape. Then in 1957, the company started to go by the name Marvel Comics and the logo featured a black circle with a red background and the words "Marvel Comic" in white lettering and a golden white leaf inside of a smaller red circle.





Then years later Marvel redesigned the logo the word “MARVEL” in a neat, comic book like font while surrounded by the heads of popular characters of the comic books at the time. Then came the next redesign in 1987 as it is one of the most popular and recognizable design as it was introduced during a time where Marvel started to gain popularity amongst younger audiences. This logo design is probably the most remembered by them as it featured the a red, stylized letter M, with the upper part of the letter forming the word “Marvel”. It also featured the word “Comics”, written in a very edgy, stylized font.



The logo that is most familiar by audiences of modern society came around 2002. This logo was written in a simple sans serif white text with a red background. The typeface is called Benton Sans Extra Comp Black font. The typeface was designed by Cyrus Highsmith and Tobias Frere-Jones. It is t logo most associated with the company today as it is the basis of the designs of logos that are seen today

Eventually the logo has gone through many changes based off of what medium was being viewed. The comic books kept the classic bold white sans serif typeface on a red background and the movies went with a chrome look instead of just plain white letters on a red background to signify that this is different from the comic books they are based off of. This shows how much the company has grown from their humble beginnings to the big property that they are today.



## Sources

- <https://logorealm.com/marvel-logo/>
- <http://1000logos.net/marvel-logo/>
- [www.closinglogos.com/page/Marvel+Studios](http://www.closinglogos.com/page/Marvel+Studios)