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Arms and Hammer

The arms and hammer logo is a well-known logo for being associated with the company that’s produces and sells baking soda. There were many uses of the “arm and hammer” logo that was used way before its initial promotion. The idea behind the logo was that the arm represented strength and the hammer represented industrial integrity. There is no direct correlation to who created the first logo, however there are many examples of the earliest use of it. Some of the first uses of the logo came from British trade guilds where the farriers used the arms and hammer logo in 1675 and the blacksmiths used the arms and hammer logo in 1675 and the blacksmiths used it as early as 1613

This trend of using the arm and hammer spread out to different trades using the logo and a different motto to represent it. Mechanic societies and trade centers began using it in 1785 and continued to be used throughout the years as a very popular brand logo. In the mid-1800s and so on, it continued to be widely used in various forms as a standard image of labor that gave anew outlook for their products. This is when the logo was at its peak as multiple companies used it as the branding piece of what their company represented which in turn gave light to the logo that we know today. This is because a company that we know now also began with this brand.

Church and Sons used this emblem in 1878 as their staple to the products they were very much known for. This included products such as baking soda; they became inspired after seeing how Vulcan Spice mills used it in a similar fashion in 1878. Overall the logo has been used many times throughout the years and is now used as Church and Dwight’s designated brand to model for its representation of industrial integrity and strength. It is a long running brand that will be around for many more generations to come. Hopefully we’ll be able to see more progression in the logo.

<https://www.slideshare.net/kim_munson/evolution-of-an-emblem-the-arm-hammer>

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www.designojo.com/arm-and-hammer.html