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**British Petroleum (BP)**

British Petroleum (BP) was founded in 1901 by a man named William Knox D’Arcy. It is a global British multinational oil and gas corporation based in London UK. With more than 21,800 service station, BP has a total production of 3.4 million barrels of oil per day in over 80 countries nationwide. In the world we live in today, BP is a well-known oil and gas company many people use, but in the beginning, BP had its fair struggle to rise to the top.

Around the year 1909-1924, D’Arcy allied his founding of oil with the company Anglo-Persian Oil Company which soon later in the years became known as BP. From 1909 -1914, Anglo-Persian and D’Arcy tried to make the crude oil into a usable product for people to use. After the success of creating the oil into a usable product, they had to build a system pipeline to get the oil across to other countries for sells to be made which took their workers a near 2 years to create. Unfortunately, by 1914, Anglo-Persian Oil Company found itself at the brick of bankruptcy when the company had no one to sell their oil. Each day the company struggled since cars were too expensive for mass market. As days went by, the company seem to think the business would go down with no sells until a man saved their business from crashing.

A man named Winston Churchill brought Anglo-Persian Oil Company out of bankruptcy when he spoke about Britain having a firm supply of oil. He wanted to protect British interest by gaining money with the expansion of oil company to which soon after the UK government had a major shareholder to the company. Soon after, The Great War had begun which people could not go without oil. The war then helped the Anglo-Persian Oil Company as the new name came about by a German firm in marketing the product throughout Britain which became “British Petroleum.”

As BP made its way through war and marketing became worldly spread, a logo was essential to represent the company. From 1914 - 1957, the logo was merely the initial BP in black and white with nothing interesting to outshine it from other companies forming with new oil being discovered in other places. That was until Raymond Loewy, a famous industrial designer created a logo that made British Petroleum stand out. The logo consisted of the initial BP colored in gold in the middle of a shield with a forest green background. It later became recolored in 1978 with a brighter set of colors to make the logo sharper and cleaner with the forest green a lighter shade and the gold BP now yellow. The background also removed with only the shield colored a lighter green and a yellow border around the shield. The font being a serif in all caps. Although the logo wouldn’t be used until 1989. The shield representing strength for BP and its struggle. The logo only lasted for 11 years before it was redeveloped in 2000.

The current logo now used for BP was designed by Landor Associate, a famous San Francisco based design agency which reinvented the logo. The current logo no longer consists of a shield. In fact, the old logo no longer has any form with the new logo. The new current logo is a reference to the Greek God Helios (The sun god). The stylized sunflower logo for BP symbolizes the sun’s energy. The font having been changed from all caps serif to a san-serif lowercase in a green color instead of the original color gold. The type is no longer inside the logo but rather on the side in the upper right corner of the Helios symbol. The color format also becoming another shade lighter than its previous. The light forest green changing to an original green color which represent the environment sensitivity along with a bright yellow to present energy. The mixture of the two colors also creating a yellow-green in-between. The white representing purity.

Landor Associates redesigned the brand for British Petroleum because BP had to reimburse the victims of the Deepwater Horizon accident by giving alternative energy. With a new design, they could project a new message about providing energy in better ways which could help the environment better. To reinforce their message correctly, Lander Associates got athlete models to demonstrate BP was going back to its core business of caring about the safety of the environment. Even before BP began to advertise the new logo, many employers of the industry agreed toward the redesign. About 97 percent (9 out of 10) saw the new design for their company heading into a right direction. Soon after, British Petroleum increased 23% in retail sales, seven billion dollars increase in brand asset. Overall, the sales increased about 5-10% above industry average for BP annual report. The crisis BP had undergone after the Deepwater Horizon accident soon began diminishing. BP recovered from its relevance and esteem now being recognized as the most admired company.



Old Logo 1978-1999 New Logo 2000- present

 

Reference for old logo

 

Reference for new logo

**Resources**

<http://www.bp.com/>

<https://www.famouslogos.us/bp-logo/>

<https://landor.com/thinking/the-challenge-of-the-global-brand-how-bp-and-panasonic-have-built-their-brands-around-the-world>

<https://www.logaster.com/blog/bp-logo/>