

Yarlin Peralta
COMD 1112(OL09)
Prof. Goetz
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Logo Research



1958



1977



1992



1998



2005



2014

The Evolution of the Visa logo

In 1958, Bank of America started a cashless revolution by launching BankAmericard in California, which provided thousands of customers with a \$300.00 limit of credit cards. This was the first credit card ever created in history. Back in the days Visa Inc was better known as BankAmericard, it was named BankAmericard because it was part of Bank of America but, later on during the 1976 it was sold, and it became Visa. Visa is the name that we use today, and many people that don't know the history of the visa logo don't have any idea that Visa was BankAmericard once upon a time. One of the reasons why they changed the name was because BankAmericard was a name very hard to pronounce in other languages. The company figured out that the only way the word BankAmericard was easy to pronounce was if you were an American or if you knew the language. BankAmericard had different names in different countries. For example, Chargex in Canada, Blue Card in France, BarclayCard in the UK and so on and on. Therefore, the company wanted a name that was pronounced easily in all languages and recognized globally, in which the company's founder, Dee Hock, came up with the word VISA.

In addition, along with such changes in the company, the Visa logo also changed. During 1958 the logo of BankAmericard was the card. The card consisted of three lines, a dark blue on top, a white one in the middle that had the name BankAmericard in dark blue letters and lastly, a yellow one at the bottom. Moreover, when the company was sold, they removed BankAmericard from the card and added the words Visa while maintaining the same design of the colors and the lines. From 1992-2005 the company changed the logo twice, in which the logo did not change as much, but they made slight modifications such as making the colors a bit lighter and by making the letters bolder and larger in scale during the 1990s. The second time the company

changed the logo they made the colors brighter than the last one and the letters were larger and bolder, making the blue and yellow stripes narrower and the white stripe wider.

Each time the logo modifications made the visa logo look simpler, and in the early 2000s the company ditched the stripes in the logo and just became the word visa. They got rid of the white color and kept the yellow and the blue, however they kept most of the name blue and just added a little of yellow to a part of the letter V. This was really the first time the logo really changed, because over the years they made slight changes but this time the logo really changed in the last 30 years. The former chief marketing officer of visa USA, Susanne D. Lyons stated that this new visa logo innovation was needed to keep the visa brand “vibrant and relevant”. Lyons believed that the company was expanding therefore, the new logo needed to show exactly that. Because when the Visa brand first started they were a credit card provider but it changed over the years and it has become much more than that. The Visa brand evolved from being \$300 limit credit cards to be the “world leader in electronic payments, including debit, commercial and small business credit cards”.

Around 2014 the logo was changed once again, and this time they got rid of the stripes and most of the colors and just kept visa typography which simplified the logo completely. They kept Visa in blue, bold capital letters, but they also darkened the blue color, which was something new because at some point in history they kept getting the logo lighter each time they did some innovations to it.

Lastly, in July 2021 the visa logo was changed again and, this time the letters were kept the same, the only thing that changed was the color of the letters which was changed to a lighter color, it was changed to a royal blue. When the logo was changed this July some of the features of the visa card brand also changed. Features such as the evolution of becoming an electronic

cash system, sort of a paperless money company by using cryptocurrencies. As stated in the text, “The first phase of the brand initiative features two 15 second spots illuminating visa’s role in supporting global merchant transactions, delivering real time wages for workers and enabling payments in the future via cryptocurrency.” As we can see, the world just keeps getting more modernized everyday and visa is trying to keep up with new technological innovations.

Reference:

[VISA logo and symbol, meaning, history, PNG](#)

[History of Visa Credit Cards | Our Business | Visa](#)

[Credit card](#)

[Visa Inc.](#)

[New Visa logo in 2021? Well, kind of... | Dorve](#)

[Visa Logo History | Evologo \[Evolution of Logo\]](#)

[Visa Font is → Myriad](#)

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