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Digital Media Foundations

Dunkin Donuts Logo History



Brands use logos as a form of advertising their company. By giving a face to any brand it helps market the brand as a household name. A customer's first response when they first see a logo is to think of reputation and relationship. A customer will question whether they or someone they know has used this product or service and what their history or experience was with it. What they can remember about your brand will determine if they will choose to use this service or product again. As time passes it's of greater importance for a brand to revamp. This is so that the attention is directed back towards the brand. When done correctly a brand can remain relevant for years, and the consumer will always associate their brand to their experiences. In this essay I will be discussing the evolution of the brand Dunkin Donuts. Discussing in detail when, how and who helped in their process of designing their logo.

Dunkin donuts was founded in the 1950's by William Rosenberg in Quincy, Massachusetts. Before franchising in the 1960's it was first referred to as Dunkie's Donuts. Their first header was the just name of the store in brown diner retro style lettering representative of its coffee diner roots. In 1960 when the company rebranded and took the name of Dunkin Donuts. Their first developed logo was created with a character serving Donuts and coffee with the Dunkin Donuts logo on his uniform. The character was called Mr. Dunkie and he himself appeared to be made of donuts. This logo served its purpose successful for five years , when the brand decided to remarket themselves as a serious coffee and donut shop Mr. Dunkie was removed as the face of the company.

In 1965 it was redone again with the focused goal to sell more of their coffee and donuts. Although Mr.Dunkie was cute and recognizable , the company decided to rework the design more professionally. The second design was to show the products of higher importance; they believed by ditching the Mr. Dunkie character they were able to make a serious business look which they believed could stand alone. The second logo was a contorted "Dunkin Donuts" in a circle to form the shape of a donut dipped into a cup of coffee. Although there is no sole person claiming responsibility for the design. It has been suggested that the calibration of this design was implemented with the concept that their coffee and donuts could sell without a face, this would draw more focus to the name.

After almost a decade the Brand was redone this time credited to Lucia N. Respinis. Her suggestions affected the color aspect of their logo design. The colors of orange and pink were representative of her daughter's favorite colors and Dunkin

Donuts would be using more than just a “toasty” color spectrum. Respinis at the time worked for Sangren and Murtha . And while This design was successful it remains the most liked . Today Dunkin Donuts logo is with the same color suggestions and text accept that they added a hot cup of coffee next to it. The steam was added later in the 2000’s .

To mark the fifty five year old buisness Dunkin Donuts restratigized to sell more by adding their tagline “America Runs on Dunkin”. This tagline was the beginning of their campaign that for half a century dunkin donuts has been fueling their customers. Around this time was when they started to expand their menu to breakfast sandwiches. John Gilbert ; the Vice President of marketing has suggested that their relaunch will introduce a wider market. Over the years as the menu expanded and the logo remaained simplistic and vibrant the status of the company.

Work Cited

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