

# 5 ICONIC LOGOS

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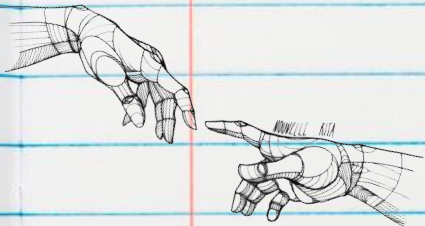
*AND THEIR CHANGES OVER TIME*

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# ADIDAS



The Iconic Adidas logo has gone through many changes since it's start in 1924. It was until 1950 that the brand began experimenting with simpler logos, eventually moving to the iconic trefoil in 1971 then to the most easily recognizable look, the Adidas triangle. Throughout the Adidas has never failed to keep an in-style appearance, always finding a way to appeal to the right people, while the 70's trefoil attracts those interested in fashion, their famous three striped triangle presents a sports/ performance aesthetic.





1924 - 1949



1949 - 1950

**adidas**

1950 - 1971

**adidas**

1967 - NOW



**adidas**

1971 - 1997



1991 - NOW



2001 - NOW



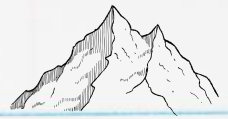
**adidas**

2009 - NOW

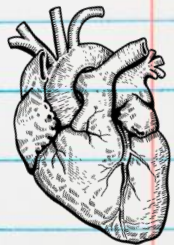
**≡ adidas**

2005 - NOW

# MTV



When it comes to MTV and they're teen- young adult audience it's important that they keep they're logo up to date and in touch with whatever may be trendy or in style in that time. Over time MTV hasn't had to go through many changes to their logo because of the versatility of their 1981 logo. The Shapes and fonts used give off a graffiti type feel which is very successful for their target audience. And while the colours themselves are appealing they're not set in stone and are most often altered to match whatever show or event may be airing. Overall the MTV logo continues to progress a versatile logo fitting for its content audience.





1980



1981-2010



2015

# WARNER BROS.



## WARNER BROS.



The Warner Bros logo has changed plenty over the years but it remains one of the most easily recognisable logos of today. Over the years they've experimented constantly with a mix of simplicity and detail to arrive to where they are today, their new simple soft blue logo is on is attractive to children while still presenting a feeling of professionalism. In my opinion the countless experiments and changes has paid off, it has allowed a logo that perfectly mixes friendliness and professionalism while keeping a touch of its vintage vibe, its soft blue colour and rounded edges makes it appealing to younger viewers with completely changing its appearance.

**WARNER BROS**  
Classics of the Screen



WARNER BROS. PICTURES, INC.



1923 - 1925

1925 - 1929

1929 - 1937



1933 - 1937

1937 - 1967

1948 - 1967



1953 - 2019

1967 - 1970

1970 - 1972



WARNER BROS.

1972 - 1990

1993 - 2019

2019 - NOW

# BURGER KING



I think that the Burger King logo is an example of creativity at its finest. Although the colours closely resemble McDonald's, the build points the viewer towards exactly what it is that they're selling.

Burgers. The Idea to have the text create a burger perfectly symbolises and advertises their product while the color scheme portrays classic burger place colours. I think that Burger King does a fantastic job of appealing to their demographic of burger lovers and families in a way thats often overlooked by others.







1954



1969



**BURGER-KING**

1954



1994



1957



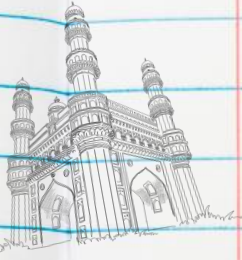
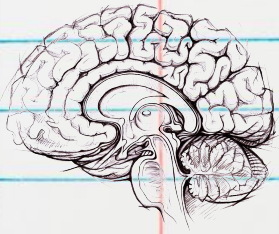
1999



# MCDONALD'S



But of course we cannot talk about Burger King without mentioning the real Burger King, McDonald's. From 1961 to however long they may last, the golden arches of McDonald's has always been a symbol of affordable meals for all customers. The iconic logo using a perfect mix of simplicity, allowing the arches to speak for themselves, while the red compliments the arches, these two vibrant colours are sure to catch the viewer's eye. But it's far from just colours, the mix resembles McDonald's staple side item, fries with ketchup. The simple logo hasn't gone through many changes in its time but will always serve as a beacon of safe and affordable food for you and your family.



McDonald's  
FAMOUS  
BARBECUE

McDONALD'S  
FAMOUS  
HAMBURGERS  
BUY 'EM BY THE BAG

McDonald's®

1940

1948

1953



1961

1968

1983



1993

2003

2006



2018