

# **BRAND LOGO DESIGN EVOLUTION**



Twin-tailed siren (15th century).



1971 - 1987

1987 - 1992



1992 - 2011



2011 - NOW



1953 - 1954



1954 - 1957



1957 - 1969



1969 - 1994



1994 - 1999



1999 - now



2021 - now

McDonald's  
FAMOUS  
BARBECUE

15 MCDONALD'S 15  
FAMOUS  
HAMBURGERS  
BUYER BY THE BAG

McDonald's

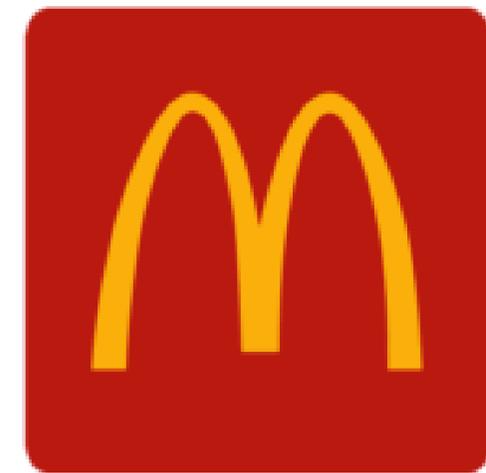
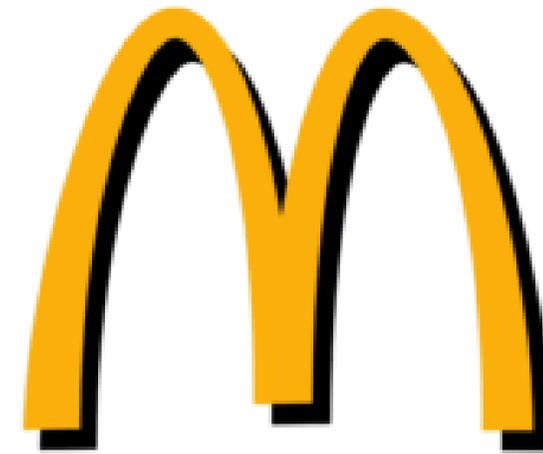


1940 - 1948

1948 - 1953

1953 - 1961

1961 - 1968

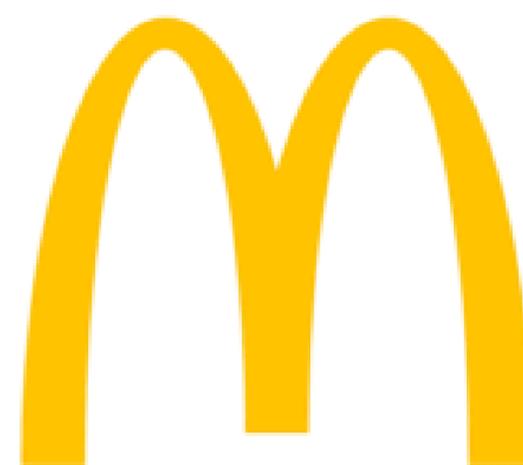
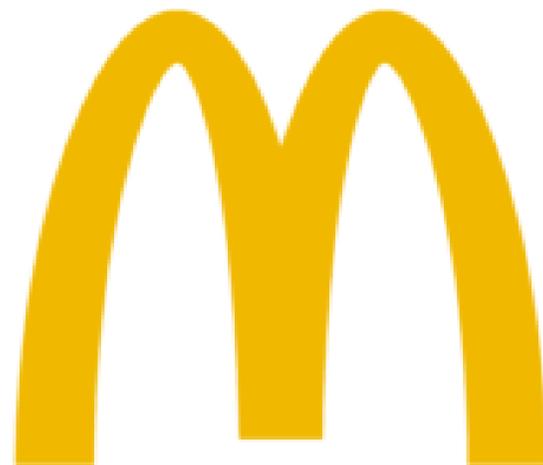


1968 - 2003

1975 - 2003

1993 - 2003

2003



2003 - 2006

2006 - now

2018 - now



1960 - 1963



1963 - 1964



1964 - 1975



1975 - 1985



1985 - 1998



1998 - 2012



2012 - now

Chipotle  
MEXICAN GRILL



1993 - 2008

2008 - 2009



2009 - now

**PIZZA HUT**

1958 - 1970

PIZZA HUT

1962 - 1970

**PIZZA  
HUT**

1970 - 1974



1974



1974 - 1999



1998



1999 - 2010



2008 - 2017



2008, 2010



2010 - 2014



2014



2014 - now



2019 - now



1954 - 1959

1959 - 1978

1978 - 1991



1991 - 1997

1997 - 2006

2006 - 2021



2014 - 2018

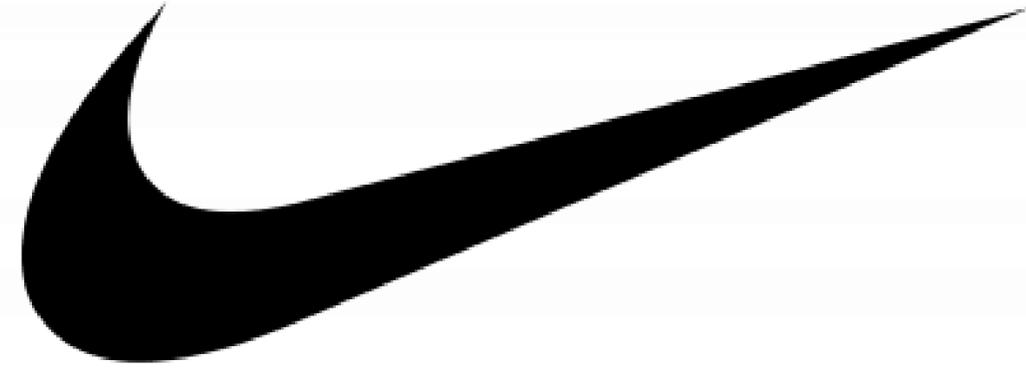
2018 - now

2018 - now



*BLUE RIBBON SPORTS*

1964 - 1971



1971 - now



1971 - 1976



1976 - now



1948 - 1951



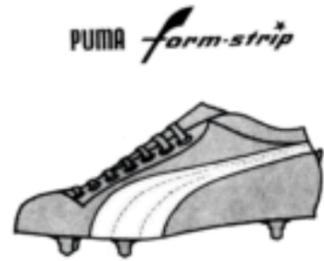
1948 - 1951



1957



1958



1958 - 1968



1968 - 1970



1970 - 1974



1974 - 1976



1974 - 1976



1976 - 1978



1978 - 1980



1978 - 1980



1980 - now



1982 - 1988



1988 - now



2003 - now



1924 - 1931



1931 - 1938



1938 - 1949



1949 - 1950



1950 - 1971



1967 - now



1971 - now



1991 - now



2002 - 2022



2005 - 2021



2022 - now

**VANS**

1966 - now

**VANS**<sup>®</sup>

**"OFF THE WALL"**

2016 - now



1976 - 1977



1977 - 1998



1998 - now

**BackRub**



Google

1995

1997

1998

Google!

Google

Google

1998

1999

2009

Google

Google

2013

2015-now



**AME**

2016



2016 - now



**Tik Tok**

2017 - 2018



**TikTok**

2018 - now



2010



2010 - 2011



2011 - 2016



2016 - 2022



2022 - now



2005 - 2011



2011 - 2013



2013 - 2015



2015 - 2017



2017 - 2024



2024 - now



1995 - 1997



1997

amazon.com  
EARTH'S BIGGEST BOOKSTORE

1997 - 1998

AMAZON.COM

1998

amazon.com

1998 - 2000

amazon

2000 - 2024

amazon

2024 - now



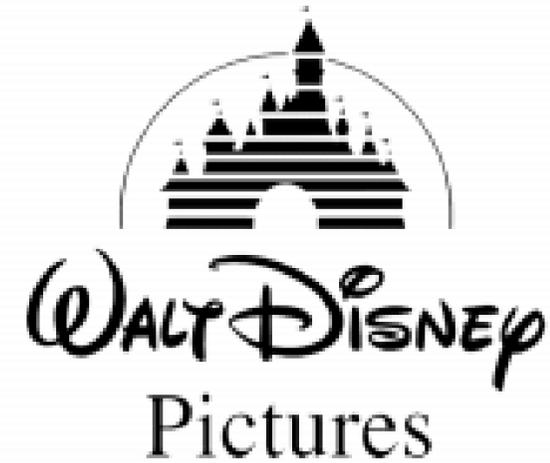
WALT DISNEY

Walt Disney

1929 - 1937      1937 - 1948      1948 - 1979

WALT DISNEY  
Productions

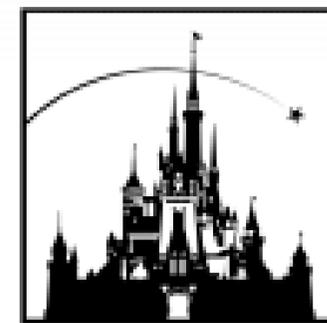
WALT DISNEY  
Pictures



1972 - 1983      1983 - 1985      1985 - 2006



WALT DISNEY  
PICTURES



DISNEY

2006 - 2011      2011 - now

*SPIDER-MAN*

1963 - now

*SPIDER-MAN*

1976 - 1987

*SPIDER-MAN*

1985 - 1988

*SPIDER-MAN*

1994 - 1998

*SPIDER-MAN*

1996 - 2005

*SPIDER-MAN*

2016 - 2018

*SPIDER-MAN*

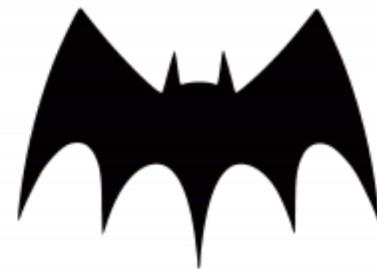
2005 - now



1939



1939 - 1941



1941 - 1944



1944 - 1946



1946 - 1950



1950 - 1956



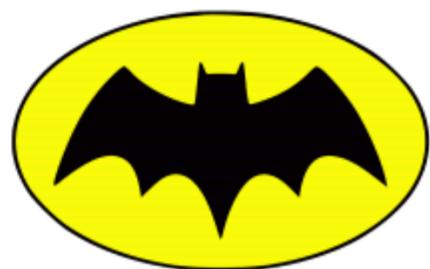
1956 - 1958



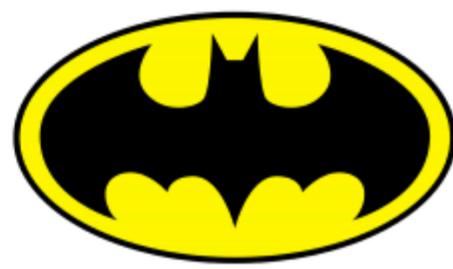
1958 - 1960



1960 - 1964



1964 - 1966



1966 - 2000



2000 - 2011



2011 - 2016



2016 - 2018



2018 - now



1997 - 2000



2000 - 2001



2001 - 2014



2016 - now



2014 - now



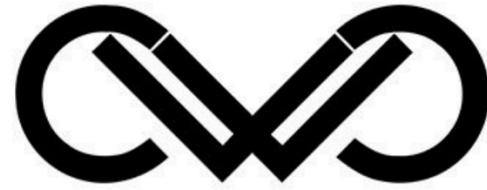
1985–1986

1987–2001



1994–2017

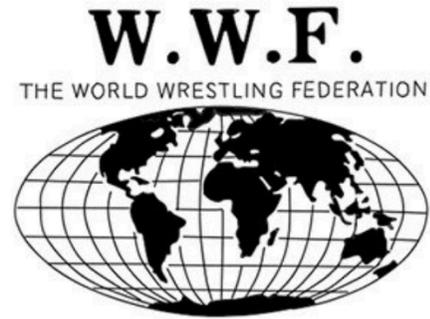
2017-now



1952

1963

1971



1979

1982

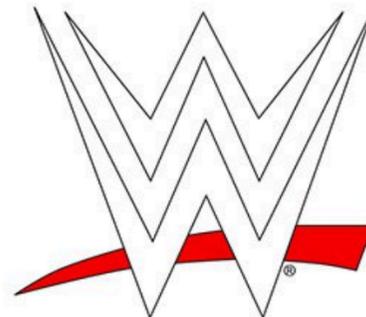
1985



1995

1997

2002



2014-now