



Design out the box

Typeface

Watch carefully...
what does it say?

Do we really read words or just recognise their shape.

Have a look at the animation below. When the photo flashes up try and read it. What does the logo say?

Scroll down to the bottom of the page to see what it says.

Typeface

Aoccdrnig to rscheearch at an Elingsh uinervtisy, it deosn't mttar in what oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer are in the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit a porbelm.

Tihs is bcuseae we do not raed ervey lteter by it slef but the wrod as a wlohe and the biran fguiers it out aynawy.

Typeface

When we read a word or a typeface we don't need to read the whole word, we merely recognise the shapes or the colours



Typeface

Watch carefully...
what does it say?

Well this is what the animation above actually said.

Check out the spelling.



This is the original logo

Brands need to evolve to stay relevant—and so do their logos. What was state of the art in the 1950s, brought into present day just looks dated. If a brand wants to come across as modern or cutting edge, they need to regularly redesign and update their logo by modern standards. Logo evolution, survival of the stylish. Below are examples of logo evolution examples from famous brands.

Although it's pretty cool, Apple's original Isaac Newton-inspired logo looks like something you'd find on a treasure map. The company since struck gold with its famous apple logo in 1976, with a bite mark added to make it look less like a cherry.



1976



1977



2001



2019

Before they found their iconic, structured, yellow and blue logo in the 1980s, Swedish homeware giant Ikea started out with what looked like the Chupa Chups logo. After whatever happened in 1954, they eventually settled on a monochrome version of their current logo, adding colour in the 80s. A great example of how logo colour combinations can turn a good logo into a great one.



1951



1954



1967



2019

Uber has a pretty unique origin story that's reflected in the evolution of their logos. After changing their name from Ubercab, Uber's logo also evolved to look less like a European supermarket chain. Now, they have one of the most beautiful brand identities out there.



2010



2012

UBER

2016

Uber

2018

Watching 'Larry' the bird's evolution as a logo is like watching a Pokemon evolve. As one of the most recognizable logos ever, Twitter's logo has gone through a number of subtle refinements over time that give it its immediacy and dynamism.



2005



2010



2019

Carolyn Davidson's 'Swoosh' is one of the most iconic logo designs ever. Despite this, Nike's owner Phil Knight originally vetoed the design. Luckily, however, the logo grew on Knight and eventually stuck. Nike has since removed its text from the logo, opting to boil its brand character down to one potent symbol.



1971



1978



2019

From 1950s roadside Americana to 2019's plump Dunkin' logo, the Dunkin' Donuts brand is another classic example of logo refinement. As brands grow in recognition, logos often become leaner, less cluttered, and more potent. Removing 'Donuts' from the logo in 2019 may have been a bold move, but it's a testament to the brand that we still know exactly what to expect.



1950



1960



2007



2019

Okay, so this one's up for debate. A lot of people feel that the original YouTube TV logo made more sense. However, adding the play symbol signified a social shift from 'the tube' to online video. It's also a more tactile logo that demands to be 'pressed', just like watching a video on your phone. At any rate, adding a bit of saturation to the red helped liven up an otherwise plain logo.



2005



2015



2019

From vintage and bubbly to using letters that double as numbers, Baskin-Robbins' logos have always emphasized the 31 flavours they offer customers - one for every day of the month.

Their current look is modern and subtle, with a word mark logo that takes a more subtle approach to their flavour-of-the-day branding strategy



Levi's is notable for their timeless and sturdy jeans, and their logo boasts similar qualities. The most current version of their logo has lasted over 50 years, and we have the feeling it's not changing anytime soon



Since its founding in 1975, the Microsoft logo has taken on several personas - most of which being text-based. Over time, the software company's look took a turn towards the tight and edgy, until they finally opted for a logo with a splash of color and an icon representing their most famous product (Windows).



MICRO
SOFT



MICROSOFT



Microsoft®



Microsoft





Canon



1905



1962



1971



2008



Chevrolet



Doritos
BRAND®

