



**LOGO
RESEARCH
PROJECT**

Questions:

- a) Why they have changed.
- b) How you feel they were successfully marketed to their demographic.
- c) Whether or not you feel the changes are worthwhile.
- d) How the colour, shape, and imagery work for the logo and the brand it is representing.

First Logo: IKEA



1951



1954



1967



1981



1983

a) The Ikea logo has changed a lot over the years. Ikea's logo changed quite frequently until about 1983, when the iconic blue and yellow logo was designed. Ikea also changed the colouring of their logo quite often over the previous decades, opting first for more neutral tones to match the aesthetic of their mainly wood based furniture. Over time however, the company began opting for more eye catching colours. The present logo is easily recognizable, and allows consistency with the same colours in stores, as well as being able to be used in a number of different places and still look good.

b) Ikea's main demographics include young adults, millennials, students, and new homeowners. Ikea markets itself in such a way that communicates informality, yet efficient and reliable service and products. The logo represents this by including fun colours rather than neutral tones. I think that Ikea's current logo definitely speaks to their main demographics today.

First Logo: IKEA

c) I definitely agree with the changes made to the Ikea logo over time. Going from neutral colours to brighter, complementary colours adds to the appeal of Ikea's logo. The use of a bright blue and yellow colour in the logo adds to the welcoming nature of the company. Even though the original colour scheme was made to represent their products (wood based furniture), I think that in the end the colour change was beneficial. The new colours also allowed for the Swedish brand to display their roots which is very important as it gives them identity as a proud Swedish brand.

d) The colour, shape, and imagery of the current Ikea logo definitely positively lend themselves to the brands overall image. The colours are bold and representative of the company's roots in Sweden. The shapes present in the logo are symmetrical and strong; with a yellow oval and blue rectangle. These shapes communicate a sense of strength and in this case, since Ikea is a furniture store, reliability. The font choice is a further indicator of this message as it is also very bold and "sturdy." By having a logo that exudes not only strength, but structure, it easily makes a consumer subconsciously trust the brand more.

Second Logo: PEPSI-COLA

a) Pepsi-Cola, or Pepsi's, logo has changed drastically over the past decades. Pepsi has simplified its logo a lot over the years, to the point where the company dropped their name from the logo altogether.

The logo for Pepsi has definitely become increasingly modernized over the years. Pepsi has spent millions on changes to their logo in an effort to keep up with the ever-changing market and also to keep appeal to consumers.



b) I think that over the years, the modernization of the Pepsi logo has successfully marketed to their demographic. The older logos that feature curling script emulate a vintage feel in the way that the calligraphy is done. The newer Pepsi logos, beginning in about 1965 began to refresh the company further by dramatically changing the font into one that was much bolder and thicker. This change did much to refresh the logo, while still keeping it very recognizable to consumers.

Second Logo: PEPSI-COLA

c) I definitely think the process of changes to the Pepsi logo over the decades are worthwhile. Pepsi has been able to really refresh the face of their brand and company. And while modifying their logo have been able to become so well known that they have been able to drop their name entirely from the logo and have consumers recognize right away the iconic three coloured circle.

d) Pepsi has always had a bold red in their logo, and since 1950, has also included a bold blue as well. These bold, primary colours actively complement each other and give a fresh, clean feeling to the viewer. The imagery of the circle that appears in many of the newer logos is symbolic to the old pop bottle lids that Pepsi used to be packaged in. This image continued to include both the bold red and blue colour with the curved lines through the circle changing. This symbol of a simplified pop tab lid has become the face of Pepsi.

Third Logo: DORITOS

a) Doritos logo has changed over the decades to better suit the brand's changing aesthetics. Over the years Doritos has made bold text and colours a larger theme in their logos overall design. Presently the Doritos' logo contains the company's name in bold white lettering with a triangular shape that is representative of the iconic chip shape that Dorito sells. The Dorito logo has become largely more streamlined and clean.

b) Doritos' changing logo has also kept in mind the consumer that the company is selling its products to. The more recent bold logos definitely speak to the younger generation of today that are bold in the sense of being unapologetic themselves. Doritos has also more recently released an anti-ad marketing campaign that aims to advertise Doritos in a non-invasive way with hopes to appeal to this younger generation.



1964-1973



1973-1985



1985-1992



1992-1996



1996-2000



2000-2005



2005-2013



2013-NOW

Third Logo: DORITOS

c) I think the changes made to the Doritos' logo over the last decades have been positive ones. Their logo today is bold, with contrasting white and black incorporated, and the added mix of yellow and orange that connected the company to the roots of the brand. I think that the overall message that the company is trying to convey through their current eye-catching logo clearly exudes the confident and prominent nature that was wanted. This is backed up by the brand's slogan, which is "For The Bold."

d) The colour, shape and imagery of the current logo all aid in perpetuating the message of the brand and representing "Doritos" in a defining way. The font is bold and angular, complimenting the rigid triangle the resides in the background of this logo. This triangle in the background in an important feature of the logo as it showcases the brand's iconic chip shape within the logo. The oranges and yellows also pull from the colours present in older logos for Doritos.

Fourth Logo: STARBUCKS



1971



1987



1992



2011

a) The Starbucks' logo has changed in an effort to keep themselves refreshed and relevant while still holding true to the roots of their company. They might clean up and modernize their logo, but never change it in an unrecognizable fashion. Just like other well known brands, Starbucks went the same route of dropping the brand name from the logo altogether. It seems that Starbucks has largely changed their logo due to the increase in recognition that the company received.

b) Starbucks' demographic largely contains the younger generations of today. A simplistic, clean logo, such as the newer Starbucks' logo, that these generations can instantly recognize, can do very well in marketing to that demographic in particular. I feel like Starbucks has successfully altered their logo in a way that keeps the brand trendy to their demographic. A simple, one tone logo can go a long way to appeal to consumers in Starbucks' demographic.

Fourth Logo: STARBUCKS

c) The changes to Starbucks' logo through the past decade, in my opinion have been beneficial to the brand. The progression of a more simplified look through the history of Starbucks' logo as the brand grew in status definitely warranted the eventual drop of the brand's name from the logo altogether. Starbucks has perfected the tricky balance of honing its company history while still staying modern and sleek for their new consumers.

d) The colour, shape, and imagery all very much lend themselves to staying true to the Starbucks' brand. For decades Starbucks has had one main colour that is used in their logo, being what the company calls "Starbucks' Green." The green colour has become synonymous with the company. The imagery, pulling from the older models of the logo, also lends itself to a sort of vintage effect that give further reason to why this younger, sometimes "vintage" obsessed generation may choose Starbucks' solely based on the logo. The simplicity of the current logo, with its one colour palette, circular outline, and symmetry definitely speak to the nature of the Starbucks' brand of being one that perpetuates relaxation and calm.

Fifth Logo: FANTA

a) The Fanta logo has gone through a number of drastic changes throughout the decades. The logo has been made more colourful and vibrant, steering away from the once more simple and average older logos. It becomes clear when looking at the history of the “Fanta” logos that the company definitely tried to convey a more energetic look over the decades. Over the years, Fanta has branded itself to be an “adventurous” brand, which is a message it extends onto consumers through the logo, and also through the company slogan, “Be More Than One Flavour.” The more current logs have further strived to make this connection.



b) Fanta is sold across many demographics, but mainly focuses on the younger generation. The marketing for Fanta is representative of this as the brand’s logos are full of vibrance and liveliness. The newer, more animated logos, definitely aid in selling Fanta to this younger generation that might be just intrigued by the logo alone.

Fifth Logo: FANTA

c) The changes throughout Fanta's history have been interesting, with a few logos having similar qualities, but no clear path. Different ideas seem to be integrated in each new logo, sometimes pulling from older logo models. Overall the progression of the Fanta logo into present times is mostly worthwhile. With the most recent logo I can see the direction that the company was trying to take, which was pulling ideas from the old 1974 logo and modernizing it. However, I feel like Fanta has spent so long, since about 1988, with their iconic blue, bold, bubbly lettering, that getting rid of it damages the brand's recognizability. Yes, the current logo still contains the same bold colours, but I feel like some of that energy and fun nature is lost with that angular font.

d) The colour, shape, and imagery of the current Fanta logo definitely lends itself to the message of the brand. Fanta's pretty consistent colour palette of: orange, blue and green are all incorporated in the logo. It is also important to note that Fanta began to include an orange colour into some of their logos as representative of their bestselling flavour, "Fanta Orange Soda". The shape of the logo and lettering also further add to the "fun" that the company tries to convey. Having an asymmetrical logo instead of one that is symmetrical also help to display a kind of whimsy that the company strives for.

Sources

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