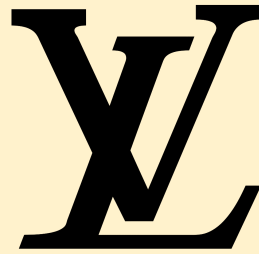


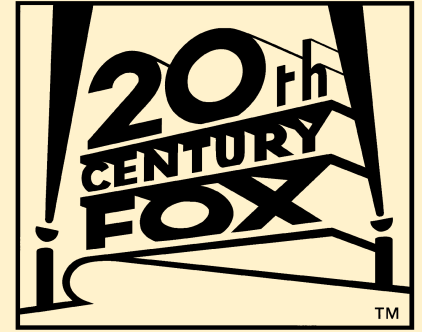


Logo analysis

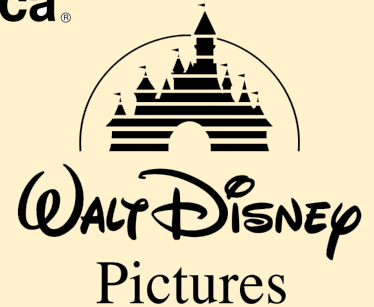
Alice Graham



LOUIS VUITTON



audio·technica®



Disney



WALT DISNEY

Walt Disney

1929 - 1937

1937 - 1948

1948 - 1979

WALT DISNEY
Productions

WALT DISNEY
Pictures



1972 - 1983

1983 - 1985

1985 - 2006



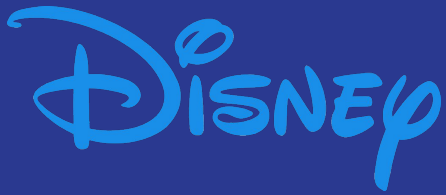
WALT DISNEY
PICTURES



Disney

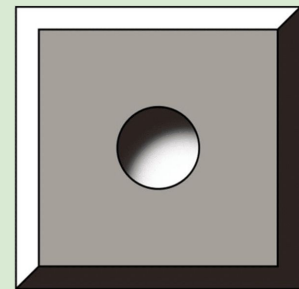
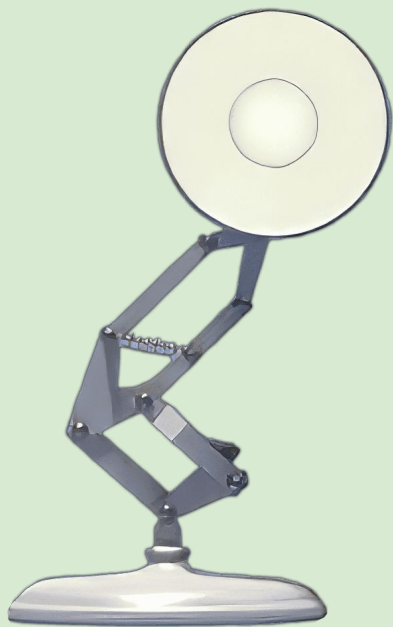
2006 - 2011

2011 - now



The Disney logo has changed many times over the years to now, the Disney logo is an iconic logo that we all know and love. The new logo features a castle and a new opening sequence that plays to the song “When You Wish Upon a Star” which was created/composed by Christophe Beck and Tim Davies. The disney ‘arc’ that used to fly right to left above the castle now flies from left to right, only a tiny difference. The Disney font is actually based off of Walt Disney’s, (who is the creator of Disney) handwriting. The font even has its own name which is “Waltograph Disney.” The colour of the disney logo is predominantly blue, however it has different shades. The official Disney colours are blue, yellow and white. Another iconic element of the Disney logo is the shooting star. The shooting star has become a symbol for entering a world of imagination and childlike fantasy. The star shoots across the castle in an animated form of the Disney logo. The star is also said to represent the idea of making a wish on a shooting star and it coming true. The Disney logo connotes fantasy and entering a world of imagination, bringing together young and old audiences.

P X A R



P · I · X · A · R

1979 - 1986

1986 - 1994

P I X A R
A N I M A T I O N S T U D I O S

1994 - now

P  X A R

Pixar's logo font comes from the Charlemagne Standard-Bold font. This font is unique because of the tails and arches we see in the lettering. This font is childlike, playful and also fun however it still conveys professionalism which is why it holds its place in the animation industry. The colours that are featured on the logo are white and black. This aids the viewers to draw their attention on the brand's name; Pixar, rather than losing focus looking at other parts of the logo. Even Luxo Jr, the name of the light, the colors are very neutral drawing viewers to the animation, rather than any other details like Luxo Jr. When the majority of us think of Pixar, we actually don't really imagine the current logo, we imagine of the iconic flickering lamp of Luxo Jr. This lamp is a major part of Pixar's brand identity and Luxo Jr can usually be seen on the screen of the movie, along with the Pixar logo. Pixar has become very creative and imaginative with each Luxo Jr. incorporation, showing Luxo Jr doing anything from turning off and on to even bouncing/playing with a ball, showing off the animation and creativity that comes from Pixar. To incorporate Luxo Jr into the Pixar logo itself, Pixar replaces the "i" in the logo with Luxo Jr.



WARNER BROS.
Classics of the Screen

1923 - 1925



1925 - 1929

WARNER BROS. PICTURES *Inc.*



1929 - 1937



1934 - 1937



1937 - 1953



1948 - 1967



1953 - 2019



1967 - 1970



1970 - 1972



1972 - 1990



1993 - 2022



WARNER BROS.
PICTURES

2019 - 2023



2023 - now



The Warner Brothers logo features a shape which has been a crucial and iconic part of this logo. It is so ingrained in the Warner Brother's identity that if it's logo had no badge it would almost be unrecognizable. Pairing with the shape of the badge, the Warner Bros company's two initials of W and B are another crucial part of the logo in every version that has been created of the logo. The letters are the most iconic parts of the lettering that is associated with the Warner Bros logo. Actually, to note, for its TV network which is called s the WB; the logo included just those letters with accompanied with the word 'the'. An example of how Warner Bros changes their logos for different films is in the Batman film franchise. A striking logo with wings was introduced, adding a dynamic element to the traditional Warner Bros. logo. Similarly, to commemorate the release of the film Polar Express, the Warner Bros. underwent a transformation by incorporating glaciers into the design. These custom logo variations demonstrate the Warner Bros. involvement. to use its brand identity as a versatile and adaptable tool, enhancing the visual experience and connecting with audiences in unique ways for different projects.



1st Logo "Majestic Mountain" (1914 - 1952)



2nd logo "Twisted Mountain" (1952 - 1954)



3rd logo "VistaVision Mountain" (1954 - 1967)



4th logo "Majestic Mountain" (1968-1975)



5th logo "Blue Mountain" (1975 - 1987)



6th logo "CGI Mountain" (1987 - 2002)



7th logo "Ultra Majestic Mountain" (2002 -)



With their logo, Paramount has decided to utilise a script-based serif font. This font is Paramount's own font, the "swirly" script makes it unique and stand out from others. Paramount has a logo that depicts the natural shades you would find on a mountain. The colour's used are blue and white, they show the sky and a mountain covered in snow. The colours that are used do not seem to have a clear meaning beyond representing what a mountain landscape would look like. Paramount's logo consists of two symbols. The first is a the stars that go around the logo. The meaning of the stars was 24 stars that represent each star/ talent that signed with Paramount in the year 1914. The second being the mountain which represents the childhood of founder W.W. Hodkinson. Hodkinson, who spent his childhood in Utah and grew up near lots of mountains, like what we see in the logo. The second is the stars that surround the logo.



1927-1936



1936-1947



1946-1964



1963-1970



1971-1990



1990-1997



1991



1997-2009



2009-2012



2012-now





In the logo 'Universal' surrounds the globe icon in the logo. The logo is often shown to be in blue or black and white colouring. It shows how majestic the world is and the beauty of nature, universality, and overall greatness due to the size of the globe. The globe moving shows that Universal Studios is at the top of the entertainment industry and leading in it worldwide. The colouring on the world 'Universal' gives the logo a sense of class. The word "Universal" is large and strong shown in capital letters to show its strength and importance. It is recognisable in lots of media because of the unique and uncomplicated design, which ensures that we can identify it and know it is reputable. Carl Laemmle created the company Universal Studios in 1912. Universal Studios logo has been changed multiple times through the years, however the iconic rotating globe has never been changed. The logo has seen some little changes typically and mainly to the colour palette and the font used. The colour scheme of silver and blue is associated with Universal Studios, which made it easy to identify.



1924-1925



1925-1926



1926-1932



1932-1933



1933-1936



1936-1938



1936-1993



1938-1945



1945-1964



1964-1975



1975-1981



1981-1989



1989-1993



1992-1993



1993-PRESENT



Colombia Pictures logo includes the iconic lady holding a torch graphic. This is iconic to the brand and stands out to fans of Colombia Pictures. For majority of Colombia Pictures' life, the logo has been seen in white and black. The timeless use of the black and white color palette show us Colombia Pictures' long history. However, the brand changed and also used the full colour version of its lady holding a torch as a logo too. Whether it be the beams shooting out of the torch or the subtle clouds of today, the background behind the lady with a torch has always been important to the logo. Since the beginning, setting the woman against a sky has been a part of the design and is unlikely to go away. Whether it is the clouds or the lit up torch, the background behind the Colombia Pictures' lady holding a torch has been crucial and iconic to the logo. Since the start of Colombia Pictures', the woman holding a torch against the sky has been a part of the design since its birth and is very unlikely to go away.