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FROM PAST TO PRESENT; EVOLUTION OF THE LOGOS: APPLE, SHELL & COCA COLA CASES*


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ABSTRACT

The logo is in charge of improving brand identity and creating brand awareness. There is no place on earth that the logo cannot reach; it touches people's lives. The power of the logos did not happen overnight, but in a long period of time. Success of logo is not only depended on its design but marketing strategies, product quality, delivery network, consumer satisfaction, advertising investments, emotional and rational benefits. Corporate ID is the most significant part of a brand. There are certain amounts of components of the corporate ID kit however the most important one is the logo. It is the memorable face of a company, which communicates with the public. Consumers recognize brands via their logos. Also, firms introduce themselves to the world by their logos. Accordingly, the logo is the most central part of a firm, providing its communication and reflecting characteristics of the firm. This study is a conceptual research which is explained with three famous logo design and literature review method is used. From past to present, changing and renewing of the different logo faces are the mean objective of this study. The evolution of successful logos will be examined over selected examples. The best-known and worldwide famous logos: Apple Inc., Shell and Coca Cola are the sample group of this study. These companies also derive the strength of their logos from other successful operations carried out by the organization, such as marketing, logistics, reputation management, quality policies, and customer satisfaction. Logo stories

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and changes in time will be comparatively examined in this study. How these logo changes affect the brand success will be exposed in conclusion.

STRUCTURED ABSTRACT

Logos are leaving creations. Their physical looking may age in time. In the modern world, firms are renewing and modernizing their logos optimizing to the circumstances of the time and creating big budgets for the logo change. From past to present, modernization of the logo has positive effects over the brand in terms of marketing and branding. Considering the history of the logos, the people are wondering the changes, meanings and stories of the logos. The shapes, colors and typography represent the adventure of a logo where every logo has a story, which is relating to the firm or the brand. These stories catch people's interest and get them to internalize the logo. Process of changing a logo creates a positive attitude and an emotional attachment with the consumer. This way of communication of a logo makes them silent, but powerful players of the marketing world.

Logo is the face of the institution. Institutions are known and recognized with their logos. Logo is a communication tool and the most effective one. Logos, which are the most powerful tools of visual communication, embody concepts that are difficult to tell long stories of companies. Words or expressions may be forgotten, but visuality is always more memorable and powerful than words or writing. The logo acts as a legal personality. Because it represents the institution all over the world. The logo awareness of consumers is quite high. Logos that are the subject of this research are examples of logos that are easily remembered and known all over the world. This means that there is no geography or individual that the logo cannot reach. Behind successful logos, the other areas that the company successfully runs are of great importance. a successful company deserves a successful logo. images of logos may time out over time. logos should be revised according to the conditions of the age they live.

The world's most famous logos have undoubtedly not achieved this reputation overnight. Each one has its own story on its journey. These stories are interesting and are attracted by people. In this study, the story of three famous logos, which have an economic power of their own, whose annual turnover is greater than the national income of many countries, are investigated. In this study the Coca Cola, Apple and Shell logos are conceptually discussed and the evolution processes has been examined with the samples. In this context, the study is a literature study and the historical journey they experience, the difficulties they face and the profits they have gained are revealed. In conclusion, Logo is a signature of a company, which is not a reason but a consequence of a very creatively and aesthetically designed works. As visual representations, logos make a company to be seen through a creative graphic solution. Logo is a living system, which may age in time. The modernization of logo makes it living long and looking new. All the design changes create story of a logo design. These stories catch people's attention and create an emotional bond with the logo. A modernized logo creates a positive attitude over the consumer. In this study the iconic logos of Apple, Coca Cola and Shell were analyzed in light of the design changes over time.

The Apple logo pictures Newton, who is sitting on an apple tree and falling an apple down to his head and exploring law of gravity. This logo has been used only for one year due to the difficulty of producing and the painting like composition. With a very radical decision, company has revolutionized the corporate identity by turning it into bitten apple. Bitten apple represents the endless sea of information and discovery. The second big change was turning the rainbow logo to the monochrome one. This logo has become a simple but powerful icon that the company still uses today. Apple emblem has become one of the most recognizable symbols of the world. The Coca Cola logo has remained with the same logo up to date since it was first designed. It is perhaps the world's most recognizable logos. Only minor changes or retouch took place in the period of time. It has been enriched in time with some helpful graphic additions such as bubbles and white dynamic ribbon. Coca Cola did not seek for a complete different logo approaches. Logo remained with its classic style. Shell stands out with its logo as the world's best-known oil and Gas Company. The output story of the logo comes from the pearl trade that the company made in the early days. As a gemstone, pearl hides in the deepest oyster shell of the ocean. Shell used this privilege and carried the idea of oyster shell to the logo. The first logo was a flat mussel shell. Since this logo was not the iconic and the form was not fully understood, it has been converted into a scalloped oyster and stands upright. All the subtle details were taken out to make the logo more simplified. The changes that they have experienced over time bring them a worldwide reputation. The secret of their success is that they should not hesitate to change their logos when necessary. They take modern steps to meet the facts of the times and constantly renovate themselves. The renewal process of logos never ends.

Keywords: Graphic design, advertising, design, visual communication, logo, logotype, corporate id, brand, consumer, Apple, Shell, Coca-Cola

GEÇMİŞTEN GÜNÜMÜZE LOGONUN EVRİMİ: APPLE, SHELL & COCA COLA ÖRNEKLERİ

ÖZ

Logo, bir şirketin marka kimliğini yaratmak ve marka bilinirliğini oluşturmaktan sorumludur. Logonun ulaşamayacağı hiçbir yer yoktur; insanların hayatlarına dokunur. Logoların gücü bir gecede gerçekleşmez, ancak uzun bir süre zarfında logo farkındalığı oluşmaktadır. Logonun başarısı sadece tasarımına bağlı değil, kurumupazarlama stratejilerine, ürün kalitesine, dağıtım ağına, tüketici memnuniyetine, reklam yatırımlarına, duygusal ve rasyonel faydalarına bağlıdır. Kurumsal kimlik, bir markanın en önemli parçasıdır. Kurumsal kimlik kitinin belirli bileşenleri vardır, ancak en önemlisi logodur. Bir şirketin, hedef kitleyle iletişim kurmasını ve hatırlanmasını sağlayan görünür yüzüdür. Tüketiciler markaları logoları aracılığıyla tanırlar. Ayrıca firmalar kendilerini logolarıyla dünyaya tanıtmaktadır. Buna göre, logo bir firmanın en merkezi kısmıdır, iletişimini sağlar ve firmanın özelliklerini yansıtır. Bu çalışma, dünyanın en ünlü üç logo tasarımının, zaman içinde

geçirdiği değişimi ele alan kavramsal bir araştırmadır ve literatür taraması yöntemi kullanılmıştır. Geçmişten günümüze bu logoların uğradığı dönüşüm ve yenilenme süreçlerini incelemek ve bu süreçlerin tarihsel akıştan nasıl etkilendiğini araştırmak bu çalışmanın temel amacıdır. Başarılı logoların değişim süreçleri, seçilen örnekler üzerinde incelenmiştir. Bu ünlü logolar: Apple Inc., Shell ve Coca Cola bu çalışmanın örneklem grubunu oluşturmaktadır. Bu şirketler logolarının gücünü aynı zamanda kurumun yürüttüğü: Pazarlama, lojistik, itibar yönetimi, kalite politikaları, müşteri memnuniyeti gibi diğer başarılı operasyonlardan almaktadırlar. Bu çalışmada logo hikayeleri ve zaman içindeki yolculuğu karşılaştırmalı olarak incelenecektir. Logoların yaşadığı dönüşümlerin marka başarısını nasıl etkilediği sonucuna varılacaktır.

Anahtar Kelimeler: Grafik tasarım, reklam, tasarım, görsel iletişim, logo, logotayp, kurumsal kimlik, marka, tüketici, Apple, Shell, Coco Cola.

1. Logo Design

Throughout history, logos have become the most effective tools of identification by visualizing things and providing the remembrance and connotation. In this regard, logos are much more than simple signs. The cross mark of Christianity symbolizes the dedication to God and the victory of life against death. The Swastika mark of Buddhism is an embodied symbol of fortune and luck (Park, Eisingerich & Pol, 2013). Throughout history, logos have been the most important parts of culture and religious rituals. Roman Empire, SPQR (the senate and the people of Rome) carried its logo with a big honor.

As visual representations of brands, logos strengthen and communicate the main values and principles of companies. We need to understand the corporate identity and visual identity processes to define what logo is and why it is an essential need for a company. Identity is an element that distinguishes something from its analogy and is the evidence of its existence. Institutions with legal entities have identities like individuals, because institutions are living systems. Institutions have to build a concrete identity that reflects them. Corporate identity is all of the activities that represent the institution, which gain it an image. Logo is the most important element of the identity of the institution and the showcase of the company (Okay, 2002). A good logo is the most important tool of a successful business. From the 70's to the day, firms have shaped their marketing and brand strategies primarily through corporate logos.

Developing a corporate identity is a business process that represents the objectives, vision, goals and communication of an institution that must be carefully shaped by the company. Corporate identity items include logos, letterhead, envelopes, folders, business cards, inserts and brochures, but the most influential actor of corporate identity is logos (Cass, 2008). Corporate identity is the most distinguishing factor of a company, which is in the function of a mirror. This identity is a reflection of a visual graphic work but this visual representation is not adequate itself. Because, a powerful corporate identity would be successful since it reinforces the power of its logo with the corporate communication networks, corporate attitude and behavior, corporate culture, philosophy, vision, ethical values and quality.

The corporate visual identity is like a cloth that is worn on all the physical documents of the institution. It is like the outfit of a corporation. Visual identity has a wide range of design package, ranging from all kinds of printed documents of the institution, to architecture, to the clothes of employees and to the car dressing etc. (Dündar, 2013: 94). Positioning the most important brand of your visual identity is to create an identity that is quick to remember and quickly establishes brand associations. In

this case, visual identity will create brand awareness and will distinguish the brand from similar ones. Another important aim is to establish a harmonious relationship between all the brands of the institution and to create the same feelings and opinions (Perry & Wisnom, 2003: 79). Therefore, visual identity requires the same language to be reflected in every entity represented within and outside of the institution. This provides the consistency and sustainability of corporate identity. In order to remain this common perception and to provide the consistency, institutions have prepared corporate ID instruction manual booklets and clearly identified design standards. These manuals ensure the consistency of corporate identity, in particular by optimizing a lot of design elements such as logo color chart, font, size, used images and the way they are used.

The most important aspect of your visual identity is logo, because the logo is the signature of the brands representing the company. If it is simple and memorable, the consumer adopts it in a short time. The logo is the most important tool that enables the company to communicate with the public and distinguish it from other companies. The logo, which is a symbol, sign and graphics, serves as a bridge between the public and the company. Logo creation is a process that is designed in harmony by bringing together visual documents that are a result of a very detailed company analysis. The logo is a design solution that reflects and represents the firm in the best possible way and is also memorable (Arid & Pascu, 2012: 650; Landa, 1996: 132). The logo is the shortcut of the visual language that is quick to recognize the brand. Logo is a separating symbol that can be made for a company, object, product, service, or person; points to the values and behaviors of those things (Adams, Morioka & Stone, 2006: 16-25). The brand logo serves to distinguish the brand from other brand logos. Logo is the most visible visual element of the brand. The brand acquires identity with the logo and is separated from the competitors in the market (Wallace, 2001). According to previous research, logos are the primary visual representations that reflect the image and meaning of the brand (Henderson & Cote, 1998).

Logo creates awareness about the company and creates brand awareness, because the logo makes legal personalities visible. A creative and effective logo must be remarkable and memorable by creating a positive image about brand. According to the research, a well-designated corporate logo has a positive effect on consumer loyalty and the performance of the company. Legendary brands like Apple, Starbucks, McDonald's and Michelin are brought to mind first with their logos. The M-shaped golden arch, the bitten apple, Michelin's man, and the mermaid emblems of Starbucks are the most important symbols that evoke the brand. Distinguishing the brand from others is the most important rule of survival in the business world. The logo collects all of company's marketing efforts to strengthen brand identity and create brand awareness, because, the visual and symbolic language of logo creates the fastest communication with the consumer. A good logo has a unifying influence on consumer's identification of brands, separating the one from the other brands and creating a positive perception (Park & Eisingerich, 2013).

Marketing people believe that the message and value of the brand must be reflected by logo at a glance, because the first contact and communication of the consumer with the corporation or product is established by the logo. The logo should reflect the brand's message and the emotion at first glance (Vardar, 2004: 23). However, the logo alone does not provide a magic wand effect. Logo can not protect a poorly managed company as well as a bad product. Logo stands out by noting a well-managed brand. Logo gives direction and behavior to the product. Today, simplicity and modernity of logos are very important for remembrance (Adams, Morioka & Stone, 2006: 27-28). The logo shapes brand reputation, manages purchasing behavior of the consumers and creates brand loyalty. The logo is also effective in increasing the firm's financial value (Park, Eisingerich & Pol, 2013).

2. The Attributes and The Functions of Logos

The main purpose of branding is to make the product or service different and distinctive from its competitors. Today, brands have a meaning far beyond the product they describe. Designing a logo

with a remarkable symbol or graphic related to the product is a visual brand placement strategy (Alici & Aydınlioğlu, 2017: 297-278). The basic features of Logo are readable, compatible, adaptable, reproducible, recognizable, timeless and simple. The function of a logo is a reflection of graphic, visual and emotional communication and requires the message to be understood by the society. Power of the logo guarantees the quality of the product or service it represents. Functional benefits of logo are both rational and emotional. The basic attributes and the functions of the logo can be listed as (Arid & Pascu, 2012: 650):

The Attributes:

- Legible - a very good writing
- Coherent - clear, easy to be understood
- Adaptable - to be designed in horizontal and vertical formats, in any size
- Reproducible - easy to be copied, black and white or colored
- Memorable - never forget it
- Timeless - means a test to survive in time
- Simple - to be easy recognized

The Functions:

- Contact function - assures and sustains the contact to the public;
- Explain function - specifies the identity and the personality of the organization
- Denotative function - offers information about the product/service/event
- Identification function - indicates the target public
- Signification function - follows to add emotion
- Translation function - explains the code of the message
- Esthetics function - inspires pleasure, sensibility
- The changes that logos have in their historical processes provide a better understanding of how logos affect success and failure of a brand over time. Certain criteria can be used to understand the success of the logos. The logos in this study are evaluated according to the following criteria (Cass, 2008):

Describing the Business:

The main function of logo is defining the workplace of the company. The logo should reflect the characteristics of the business area, its habits and behavior. A well-designed logo will provide these features before anything else and this will make logos easily accepted by the people.

Recognizable and Memorable:

The logo should be different and distinctive to be immediately remembered. The logos, easy to read, have a perception that can be quickly remembered by the consumer. A strong logo is easily placed in the visual memory of a person and the branding evokes the logo every time they hear it. Just the opposite, the logo reminds the brand every time you see it. So creative and aesthetic ideas are making the logo to be noticed and remembered quickly. The logo should be both different and strong, and at the same time it should be able to deliver its message in a simple and short way. This situation will undoubtedly create a positive perception over the consumer.

Adaptable to New Conditions and Costly:

In a wide variety of media, logo design can be customized from business cards, packaging designs. The use of white and black logos, called positive and negative distinctions, should also be easy to understand and easy to read. Logo is a material used by the company or stakeholders at any time. Therefore, the printer should be able to print colors correctly. The ideal color variety in logos is two colors. In this way, both printing advantage and cost reduction will be achieved.

Long Lasting Logo:

Logo is not something to change every year. Brands generally do not prefer to go for logo changes so often. Logo changes or revisions may result in a necessary need. This need appears when the logos do not overlap with the vision and mission of the firm or company may seeking a new identity in a more modern and minimal style appropriate to the conditions of the time. However, these changes are made very carefully. Logo changes and revisions include small or sometimes radical changes that have been decided over the years. The adaptation of logo to time is an essential necessity. However, there are some brands that have never changed their logos since the day they were established, but they are very few in number. Many of the logos that can be defined as 'LoveMark' today have renovated their logos in fashionable form in time. Changing brand logos in short periods of time lead to consumer confusion and affect brand reliability and loyalty negatively.

3. The Process of Logo

The logo is created in two stages: the research and the design (Arid ve Pascu, 2012: 652):

1. Research Process

- Detailed research on the company and determining the theme
- SWOT analysis
- Review of successful logos in the market
- Research of supporting knowledge and visual elements

2. Design Process

- Brainstorming within the specified theme frame
- Logo sketches and hand drawings
- Font researches
- Gathering visual objects (symbol, color, graphic, font)
- Combining all the determined items in the most harmonious and aesthetic way
- Designing at least three alternate logos in digital media
- Logo presentation and discussion with the client and creative team

Some logos only consist of brand names such as IBM, Oracle, Samsung, Coca Cola. Some carry the name and the symbol together such as Nike. Some logos take the name out and only use the symbol such as emblem of Apple, fox of Firefox, seashell of Shell. The brands that use only emblems are more effective than the brands that use brand name in their logos. Those logos have a stronger emotional connection with the consumer. This fact comes from the power of the symbol, because symbolism is always more effective than the words. The symbolic language always transcends language barriers most easily and delivers its message directly. For this reason, the logos, which consist of the emblem, have a much higher perceived recall and loyalty over the consumer (Park & Eisingerich, 2013). There are three

logo groups according to properties: 1. Symbolic Logos: Such logos are represented by only one emblem, symbol, sign or an object. 2. Text Logos: Such logos are represented only by letters and numbers. It does not contain a graphical element. 3. Mixed Logos: Symbols and logos are used together. The company is created by combining the name of the product or service with visual elements. These logos are the most common logos (Arid & Pascu, 2012:652).

4. Renovation of The Logo

A logo is a graphic solution that a company, organization, or brand constantly uses. Visual elements are designed in such a way that the institution wants to reflect itself (Bennett, 1995: 157). The logos representing the brands of the companies are visual stenographers with intensive meanings. Behind many of them, there is a story associated with the firm. This story can be about a myth or a memory that is important for the company. A small object, color or figure might be a theme of logotype as a part of these stories (Pimentel & Heckler, 2003). Brands are often remembered by their logos, because visual memory is remembered more quickly. Therefore, corporate brands need visual materials that represent themselves. Logo is the long-lasting communication images that highlight the company in the crowd (Henderson vs Cote, 1998:15).

The aim of the logo is to attract the consumer in a competitive market economy, create a common feeling and distinctive, positive reaction. The most important issue in the competitive product and brand market is to be separated and stood out from the others. Therefore, an effective logo can easily be peeled off the competitors. Strong visual images with a higher distinctive feature are more effective and more memorable than writing (Edell & Staelin, 1983). Logos as the most important indicators of brands are also the most effective tools of creating awareness and emotional connection with the consumer. Logo is always expected to look good and new. Logo renovation or logo lifting has many advantages in terms of brand.

Consumers always find new brands more appealing (Keller & Lane, 2003). Today companies find new ways to induce the consumers to make more sales and brands have to persuade their target audience to sell. For this reason, companies do not hesitate to spend large amounts of budgets for renewing their logos and corporate id designs, which make it easy to distinguish their products from their competitors (Alicı & Aydınlioğlu: 2017:109-110). When the brand begins to be perceived as old, the consumers start to leave it. This is not because of the low product or service quality, but because the outward appearance of the brand is outdated in the situation of the time (Lehu, 2004:136). According to Keller and Lane (2003) aging brands weaken the brand image and decreasing the brand awareness. Therefore, brands need to be taken at certain intervals. Renewing and improving visual identity is the most effective way to repair an aging brand. Many companies are modernizing their logos not to stay behind the times. Unlike logos, the same thing cannot be said for brand names. Brand names are the most invariant parts of marketing mix (Henderson & Cote, 1998:15).

According to Henderson & Cote (1998) renovation process of the logo must be held so carefully, because every change will cause huge impact on the consumer and the market. Research has shown that correct logo changes made have positive effects on consumers. But essential part is the first process immediately after the change. Because the consumer still has the old logo on his mind. Keller (2003: 197) states that the logo change must be designed very sensitively, that a radical change to be made will not find a positive response, and that a slight change will not be noticed. Therefore, logo modifications are quite challenging. Companies that know the important outcomes of a logo change do not avoid allocating large budgets for logo renewal.

Logos, that incorrectly modified can cause major damage to the brand. But there are also such old brands that their logos are timeless. These logos always look new and impressive over the years like Coca-Cola logo. It can be understood how the iconic brand logos are accepted and adopted by the society, based on the evolution of the world-known logos (Bantour & Lehu, 2002). Coca-Cola, one of

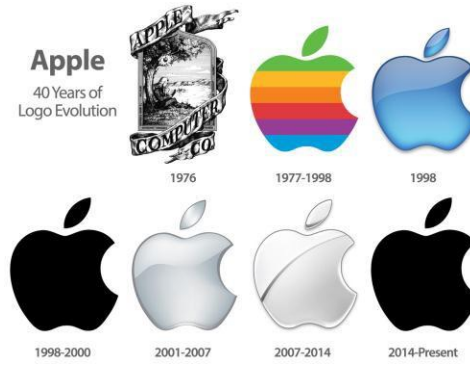
the most iconic logos of all time, is known as a timeless graphic symbol that has undergone only minor changes since 1885. The Pepsi Cola logo was revised from the handwriting form of 1898 to the modern typographic form. Apple changed its first logo, which was Isaac Newton hand drawing, to 'Apple Computer' logo in the early 1976s, in the form of an apple with a bite, and without brand name on it. Ford writes a white handwriting 'ford' into the blue oval form with very little retouches since 1927. This logo was produced by Henry Ford's own signature. In 1925, Renault logo was changed and rhombus form was transformed into a diamond shape. General Electric and Alfa Romeo brands are still using the same logos since they were first designed. Shell has kept the oyster shell form since 1904 but many revisions were made over time to make it more modern. The Federal Express logos are redesigned as 'FedEx', which is abbreviated in its name and written in a unified white arrow (Arid & Pascu, 2012: 653).

Logo represents the symbolic benefits of the brand and is the meeting point of the company and consumer. Corporations can renew their logos with minor or major change decisions timely. Companies would have a more modern and timely brand image with this renewal (Naomi, 2002: 51). For example, Apple's radically altered logo is a bitten apple symbol and clearly distinguishes the firm from all other technology brands. This bitten apple symbol might be unfamiliar to the eye, but the most creative unusual logotype for a technology brand. The success of a logo is not random, but depends on rational criteria. In order to talk about a good logo design, there must be criteria such as reflecting the identity of the firm, being meaningful and coherent, sustainable, remarkable, readable, original and creative (Çam, 2006: 15).

In this study, the three most famous brands in the world: Apple, Coca Cola and Shell brands were selected. The logo stories and the evolutionary transformations of these brands have been analyzed comparatively. Therefore, the logos are noticed by the changes they have experienced over a long period of time. The success of the brand is also better understood in the light of the historical transformation of the logos. Apple Inc., Shell, and Coca Cola brands have built their own success stories through the power of their logos. In this context, let's take a look at the evolution of the logos of these brands in turn:

4.1. Apple Inc. Logo:

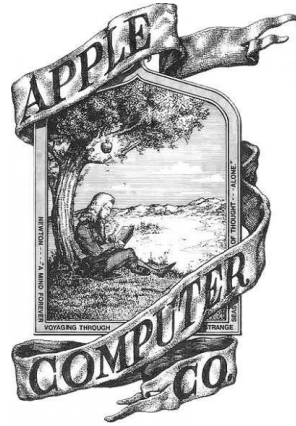
The evolution of the Apple logo has one of the most interesting logo changes (Picture 1). It is one of the easily recognizable logos in the whole wide world. It was not designed in a very minimal and simple way in the beginning. The earliest logo version of the company was very pictorial, which has turned into an iconic logo in 1979 that has been used for 40 years with additional small revisions. Founder Steve Jobs, who strongly believed in innovation, has turned the logo to today's iconic look. Apple has also been using 'Apple' font, known as a simple and minimal font with its own name (Aziz, 2013). Its wondered why the apple logo is bitten. The 'Beatles' music group first used Apple form and name for their company Apple Corps. Ltd. in 1967. However Job was also insisting to use the same name and form for his company in 1976. This caused a dispute between the two companies. Beatle sued Apple over the trademark. This has brought with it contentious legal processes. These legal issues ended in 2007 and Apple Inc.'s had to pay a load of money to Apple Corps Ltd. When asked at a press conference why Jobs did not give up on this name, he replied simply to this: 'I love apples and love to eat them. But the main idea behind the apple was to bring simplicity to the people, in the most sophisticated way and that was it, nothing else.' (The Guardian, 2006). The vision of Steve Jobs brought a new ground in the computer world of future generations. Apple provided a great competitive edge against other competitors in the market starting from its unique logo design and extending to the product designs and corporate, that has never seen before (Think Marketing, 2012).



Picture 1, Apple 40 years of Logo Evolution

The Newton Crest Logo 1976-1977:

This original logo was designed by Ron Wayne, who was one of the founders, started Apple with Jobs and Woz in 1976. The image is a hand made pen and ink illustration of Sir Issac Newton leaning against an apple tree with a portion of a William Wordsworth poem running around the border of the logo: ‘Newton... A Mind Forever Voyaging Through Strange Seas of Thought... Alone.’ (Prelude, Book III, Residence at Cambridge) (Think Marketing, 2012). This logo pictures Newton, who is sitting on an apple tree and falling an apple down to his head and discovering gravity (Picture 2). The reason why Steve Jobs’ complete relinquishment of this logo was its medieval look, which was evoking a storytelling illustration and too many philosophical elements. One other reason for this radical change was the difficulties of production, which was decreasing the costs and print quality (Apple Gazette 2011).



Picture 2, 1976, The Newton Crest Apple Logo

The Rainbow Logo 1976-1998:

Newton Chest logo was used only for one year. After Wayne’s leaving the company in 1977, Jobs asked the Regis McKenna Advertising Agency to redesign a totally new and iconic Apple logo. Among the many works of logo versions, the final design was approved. The result was the most iconic one of all Apple logos, which was designed by graphic designer Rob Jonoff. The rainbow Apple logo has become the most memorable and iconic corporate logo of the history (Picture 3). The company spent tons of money on this logo. According to Jonoff, the 'bite' on the apple is to tell people that it is an apple and not a tomato (Apple Gazette 2011). At the same time, the words 'bite' and 'byte' had similar sounds,

a combination of computer technology and digital era. Jobs found the rainbow lines fun and insisted on using a colorful logo, because these warm colors have made the company think more humanist. There is no idea or reason behind the color placement. Only the top is green because of the color of the leaf. The multicolor logo brings Apple a worldwide fame and reputation and has been used for 22 years. This rainbow logo, portrayed as the most entertaining and provocative logo among the Apple logos, retired in 1998 (Aziz, 2013). There have been so many rumors about the one side bitten Apple logo. One was linking the bitten apple with the death of Alan Turing, who was the groundbreaking mathematician and computer scientist, committed suicide by eating a cyanide-laced apple in 1954. There are other myths such the apple logo was inspired by the biblical story of Adam and Eve, another one claims the falling fruit that led Sir Isaac Newton to the discovery of gravity. Apple users are more likely to accept Newton story as a logo myth. However, that was more than a decade after Jonoff designed it and he did not approve this myth as the story behind the logo (Frith, 2011).



Picture 3, The Rainbow Apple Logo

The Monochrome Logo, 1998-Present:

In 1985 Steve Jobs left Apple because of a dispute with other founding partner Steve Wozniak. When he returned to his own company in 1997, Apple was in economic crisis, he decided to simplify the logo as his first job. He realized the current logo wasn't designed simply and logo does not work for company's advantages. Thinking that Apple's image was already an image well known in itself, Jobs decided to put this image in the most plain and visible way (Picture 4). Removed all the colored lines, making the logotype more modern with a monochrome appearance (Think Marketing, 2012). Another important reason for this change was that the newly produced Mac computers were made of metal, not plastic. The rainbow Apple logo on the metal was not matching with the material in terms of both application and appearance. The monochrome logo was easier in production as well. The monochrome logo is diversified in various versions depend on the used material. The Apple logo in gray and blue with chrome and metallic look are examples of these versions (Apple Gazette 2011).



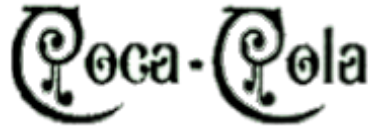
Picture 4, The Monochrome Apple Logo

4.2. Coca Cola Logo:

The journey of Coca-Cola's iconic logo, 130 years in the making started in 1986. Timeline of the logo shows up all of the changes that occurred since the first Coca-Cola was poured nearly 130 years ago (Coca Cola Journey, 2016). The founding partner Dr. John S. Pemberton formulated a drink and the other partner Frank M. Robinson the one who gave its name as 'Coca Cola'. Robinson wanted to give this name because he thought two Cs would look good in advertising. Robinson was a good bookkeeper, also designed logo of Coca Cola. It was drawn by hand with Spencerian script style. This typeface was developed in the 19th century was the most common form of handwriting in that time. The largest beverage company of the world has one of the most universally recognizable logos today. This famous logo has been using almost the same logo design up to date. However, there are many changes that can not be noticed visually in this handwritten style logotype. Logo was advertised for the first time in 1915 in the Atlanta Journal and seen on the display of Pemberton's pharmacy (Top Design Mag, 2016). Coca Cola logo, which has undergone frequent and slight changes in the timeline. The first Coca Cola logo was designed in 1887 and used until the 1890s (Picture 5). They used Spencerian script for their brand name, became a popular writing style back then. The logo was trademarked with the U.S. Patent Office in 1893. A trademark sign was added to the tail of the first letter of C (Picture 6). The Following year the logo got an extremely different look (Picture 6). It has extra swirls and was giving a sense of a gothic style, but this logo lasted only one year (Coca Cola Co., 2017):



Picture 5, 1887-1890s, Adding the trademark sign



Picture 6, 1890-1891, A Gothic look



Picture 7, 1941-Presents, Tail tweak

Trademark sign moves out of the tale of the first 'C'. The tail end of 'C' tweaked. This became the company's longest-used logo design to date (Picture 7). In 1947, the modern Spencerian script, known today, is registered in Australia (Coca Cola Journey, 2016). It was slightly changed, not the logo itself but with some additional visual shapes such as white wave and red square background. A fishy shape logo is also known as fishtail (Picture 8). It was used only for two years between 1958-1960s and white wave underline addition in 1969s. This red square box is unveiled. It highlights the Spenserian script. The script is underlined with a white dynamic ribbon. The variation of the wave is still used in different designs. The red and white colored spaces in the logo represents young minds in the most clear

and distinctive way. Coca-Cola bottle symbolized the idea of ‘youthful exuberance of America’ (Top Design Mag, 2016).



Picture 8, 1958-1960s, A fishy shape

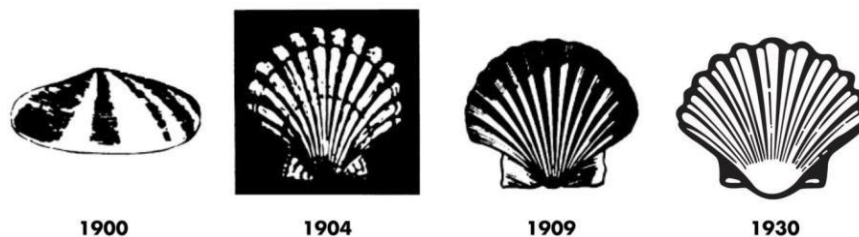


Picture 9, 1941-Presents, Red Box and White wave

In 2011, Coca Cola celebrated its 125th birthday with a special new fresh logo named ‘125 Years of Happiness’ (Picture 9). Bubbles were bursting from the contour bottle. It looks like a parade of the past, present and future (Coca Cola Journey, 2016).

4.3. Shell Logo

Shell is the most recognizable gas company of the world. The word ‘Shell’ first appeared in 1891. It was a trademark for kerosene shipped to the Far East by Marcus Samuel and Company. This small London Company was originally on antique merchandise, eastern origins and curious seashells. This business became so popular that in a short time the company was the basis of a profitable import-export business with the Far East. This word earned institutional status in 1897 when Samuel established the Shell Transport and Trading Company. The first logo in 1901 was a mussel shell, but in 1904, scallop form of seashell was used to represent the name of the brand (Picture 10). When the Royal Dutch Petroleum Company and Shell Transport and Trading merged in 1907, the brand name and Shell and Oyster became the name and logo of the new Royal Dutch Shell Group. Today it still remains (Shell Company, 2017).



Picture 10, Shape and form between 1900 and 1930

More than 100 years the shape of Shell emblem gradually revised and modernized in time. The very early version of Shell logo was the mussel shell. In 1904, the company made a major change on logo. Mussel shell turned to an oyster shell form and vertically rotated. This was visually clear and more powerful to catch people's attention. It was also easy to reproduce (LogoDesign, 2008). One of the main functions of this logo was representing corporation's activeness in maritime areas. The seashell has a symbolic meaning refers to the company's first activities on antique merchandise, eastern origins and curious seashells in 1890s. It also represents a creative approach like a pearl found in a shell. This idea of uniqueness makes the logo globally iconic. During the company's service in California, the Californian's early Spanish ties are the main reason for coloring the logo in red and yellow. The 1948 logo was colored for the first time (Picture 11).



Picture 11, 1948, First Colored Oyster Shell Logo

Yellow and red were dominant colors in Spanish culture. So this would make Shell communicates easily in trading with its new audiences in this field. Red and yellow logo gained a significant attention by 1971 (Matusitz & Cowin, 2014). Another idea about logo colors was that the Royal Standard of Scotland had the same colors in its logo. So, Scottish director Mr. Graham wanted these colors to create recognition. The latest logo was redesigned keeping the same colors in 1971 and in used ever since. This logo designed by Raymond Loewy, who also designed BP and Exxon logos. This final logo has a tick red border around yellow shape of shell. This new look is more pictographic and consumer friendly which embodies the new corporate identity of the brand. During the time between 1948-1971 all the subtle details were taken out to make the logo more simplified (Picture 12). Because, In 1950s the new communication technologies was improving, such as computers and fax machines spread and logo designs became more solid and simplified to make the production easier also improving memorability of the logo.



Picture 12, Shape and form between 1948-1971

The final logo was formed in 1971 and revised in 1995. The final version became a simple form even without using the brand name (Picture 13). Using logo without name on it is a brave achievement for a company. This can be possible only for iconic logos. Today the Shell logo is globally the most recognizable one like Nike's tick symbol or Starbucks' mermaid (Logo Design, 2008).



Picture 13, 1995-onwards

5. Findings & Result

The logo design serves to the main objectives of the company. Logo is a communication strategy tool, which creates a bridge between the company and the public. Consumers recognize brands through their logos. Logo is a signature of a company, which is not a reason but a consequence of a very creatively and aesthetically designed works. It is a full harmony of colors, shapes, graphics, typography, symbols and creative idea. As visual representations, logos make a company to be seen through a creative graphic solution. Power of logos did not happen overnight, but in long period of time. Logo is a living system, which may age in time. So companies leaving a big amount of budgets to renew their logos. The modernization of logo makes it living long and looking new. All the design changes create story of a logo design. The shapes, colors and typography revisions show off a design timeline. These stories catch people's attention and create an emotional bond with the logo. A modernized logo creates a positive attitude over the consumer. In this study the iconic logos of Apple, Coca Cola and Shell were analyzed in light of the design changes over time. It can be said that the logo renovation directly affects the company's success. Because consumer expects to get a connection with a modern, dynamic brand view.

The three logos have significant changes over time. The first Apple logo pictures Newton, who is sitting on an apple tree and falling an apple down to his head and exploring law of gravity. The original version of the Apple logo resembles Medieval drawings, not graphic but pictorial. This logo has been used only for one year due to the difficulty of producing and the painting like composition. With a very radical decision, company has revolutionized the corporate identity by turning it into bitten apple. Bitten apple represents the endless sea of information and discovery. Curiosity, discovery, innovation are the most prominent features of Apple Co. The second big change was turning the rainbow logo to the monochrome one. With this change the production and application will be faster and easier. Monochrome logo has become a simple but powerful icon that the company still uses today. Apple emblem has become one of the most recognizable symbols of the world.

The Coca Cola logo has remained with the same logo up to date since it was first designed. It is perhaps the world's most recognizable logos. Only minor changes or retouch took place in the period of time. Logo does not contain an extra emblem or symbol. The brand name is the logo itself. Hand drawing font is the most distinctive feature of the Coca Cola logo. It has been enriched in time with some helpful graphic additions such as bubbles and white dynamic ribbon. Coca Cola did not seek for a complete different logo approaches. Logo remained with its classic style. Shell stands out with its logo as the

world's best-known oil and Gas Company. The output story of the Logo comes from the pearl trade that the company made in the early days. As a gemstone, pearl hides in the deepest oyster shell of the ocean. Shell used this privilege and carried the idea of oyster shell to the logo. The first logo was a flat mussel shell. Since this logo was not the iconic and the form was not fully understood, it has been converted into a scalloped oyster and stands upright. But the logo was still pictorial. Then, all the subtle details were taken out to make the logo more simplified. Beside, eye-catching colors yellow and red were added to the logo to make it more intense.

There is a logo story behind Apple and Shell logos. Both logos were designed by visualizing the exact objects that make sense of their names. The names of the apple and oyster shell objects have been stylized and simplified. There is no myth or such logo story behind Coca Cola logo. 'Coca Cola' doesn't have any meaning as a name; it is only a phonetic sound, which was designed with Spencerian script style. The distinctive feature of Coca Cola logo is that it has been using the same logotype since it was first designed. However, Shell and Apple radically changed their original designs. Coca Cola has never thought of modernizing the original image and its curved font. It is a great success that Coca Cola's never changed its look up today. As a result, the logo still looks modern and dynamic. The changes that they have experienced over time bring them a worldwide reputation. The secret of their success is that they should not hesitate to change their logos when necessary. They take modern steps to meet the facts of the times and constantly renovate themselves. The renewal process of logos never ends. Perhaps 100 years from now, the logos still will be reshaping according to the circumstances of the time, because logo is a living system like human.

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