

LOGO MEMORY CHALLENGE

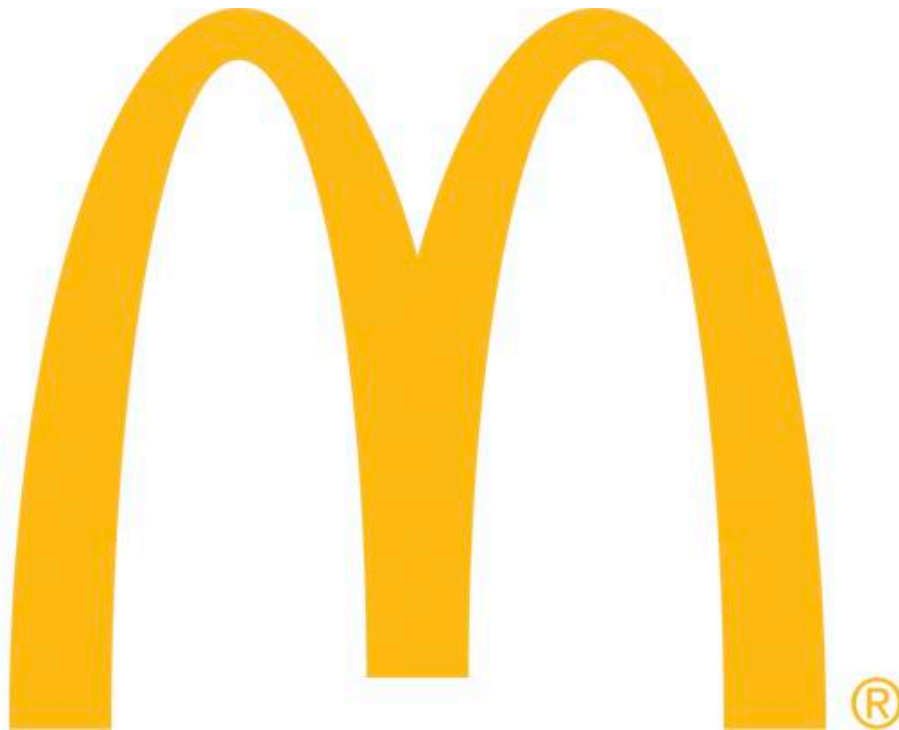
Name: _____

McDonald's

Nike

Starbucks

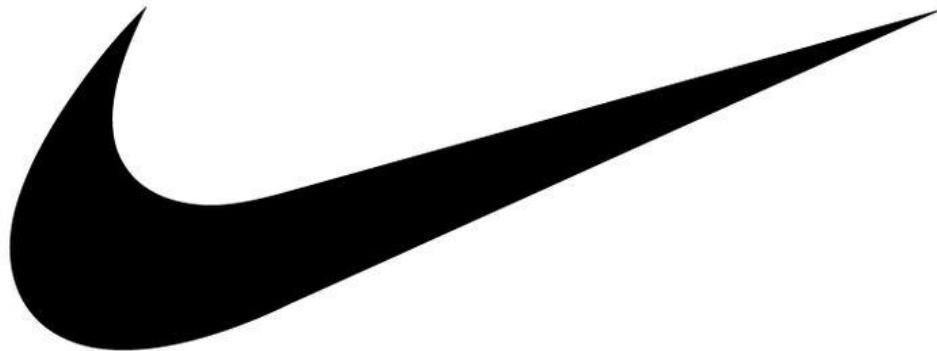
Target



- Inspiration: The logo was inspired by the architecture of McDonald's restaurants, which featured two giant golden arches on either side of the building. When viewed from an angle, the arches resembled the letter "M".
- Design: Schindler's logo combined the arches into an "M" shape, with the brand name below it. He also added a diagonal line through the arches to represent the roof of the restaurant.
- Colors: The logo featured the classic McDonald's colors of yellow and red.

The logo has undergone several changes since its creation, including:

- 1968: The arches were brought together to form a more distinct "M" shape, and the diagonal line was removed.
- 1975: The logo's colors were changed, with a red background and white text for the brand name.
- 2003: The arches were made plumper and shadowed.
- 2007: The background color was changed to dark green to highlight the company's environmental efforts.
- COVID-19 pandemic: A temporary change was made to the logo to encourage social distancing



The Swoosh was created for Blue Ribbon Sports (BRS), the company that would later become Nike, after Phil Knight, the co-founder of BRS, approached Davidson for a new logo:

Background

- Knight was an accounting professor at Portland State University and noticed Davidson was looking for extra money for oil painting classes. He offered to pay her \$2 per hour to do freelance work for BRS.

Purpose

- Knight wanted a logo that conveyed motion and speed. He also wanted to avoid the three stripes of Adidas, a competitor of BRS.

Adoption

- The Swoosh became the official logo when BRS changed its name to Nike on May 30, 1971.
- The Swoosh has become one of the most recognizable symbols in the world, embodying the brand's spirit of athleticism, innovation, and motivation.



The original Starbucks logo was created in 1971 by Terry Heckler, a corporate artist and creative partner of one of the company's founders:

1971

- The logo featured a two-tailed siren with a bare torso and exposed nipples, surrounded by the company's name at the time, "Starbucks Coffee, Tea, and Spices". The logo was inspired by:
- Seattle's proximity to Puget Sound
- The coffee industry's seafaring roots
- A 16th-century Norse woodcut

1987

- The logo was redesigned to include a green color scheme to represent growth, freshness, uniqueness, and prosperity. The siren's torso was covered with longer hair to appear more appropriate.

2011–Today

- The current logo focuses on the siren's face, and the use of negative space around her creates a sleek and modern look.

The Starbucks logo has evolved over time, but the siren's essence remains the same: captivating and mysterious.



- 1962 The first Target store opened with a bullseye logo
- 1968 The logo was redesigned to be cleaner and more streamlined
- 1974 The font changed to a bold typeface
- 2004 The logo became monochromatic
- 2018 The logo's typography was replaced with all lowercase letters

The Target logo was created in 1962 when the first Target store opened:

The original logo was a red and white bullseye with the word "Target" written in black script font. The logo was meant to grab the attention of customers with its contrasting colors.

The colors in the Target logo have specific meanings:

- Red: Represents energy, excitement, and passion
- White: Stands for purity, cleanliness, and innocence

