



Apple Incorporation

CORPORATE LOGOS



Introduction

Apple Inc. has revolutionized personal computing since its founding in 1976 by Steve Jobs, Ronald Wayne and Steve Wozniak. For more than 30 years, Apple Computer has introduced ground breaking products and accessories that truly defy the technological barriers. It has now become one of the world's most famous computer brands and has introduced innovative products such as iPods, Macintosh, QuickTime, etc.

The first Apple logo was designed by Ron Wayne, co-founder of Apple Computer. It was rather a picture than a logo. It showed Sir Isaac Newton sitting beneath the famous Apple tree thinking about gravity. It was only used for the Apple I. Steve Jobs felt that it was too intellectual and it was almost impossible to put on computers as one could only recognize the details of the drawing when it was large enough.

Therefore, in 1977 Jobs asked the art designer Rob Janoff to design the new Apple logo. The new logo had a simple shape of an Apple, bitten into, with the colors of the rainbow in the wrong order. The bite symbolized knowledge (in the bible the apple was the fruit of the tree of knowledge) and the bite could also be pronounced "byte", a reference to computer technology.

Beyond its strong line of pioneering products, lies an interesting and powerful corporate identity. Apple is probably the only company not to use its name in its logo.

When Jean Louis Gassée was asked about his thoughts to the Apple logo he answered: "One of the deep mysteries to me is our logo, the symbol of lust and knowledge, bitten into, all crossed with the colors of the rainbow in the wrong order. You couldn't dream of a more appropriate logo: lust, knowledge, hope, and anarchy."

One year after Steve Jobs returned to the helm of Apple (after he was ousted from the company years earlier), he called for a logo update, and what came out of this redesign was a color change from the dated rainbow palette to a modern monochromatic version that was also highly web-friendly. The primary color for this Apple logo, which is still used today, is white/ chrome, but it has appeared in other colors as well. In a word, the new logo was sleek and matched the new direction Jobs planned to take the company. The monochrome Apple logo has even been reported as stimulating the brain



Steve Jobs of Apple

and making people who are exposed to it more creative (according to a 2008 study by Duke University). The logo redesign in 1998 was subtle, but very effective in repositioning the brand and moving it into a new century in consumers' minds.

Companies spend millions of dollars on rebranding initiatives, often dropping

Apple VS Apple A never ending story?

A lot of people wonder where the name "Apple Computer" came from, as it is a rather unusual name for a computer company. Steve Jobs came up with the name in early 1976. At the time, he was often visiting and working on a small farm friends of his owned. It was a hippie commune where Steve spent a few months of the year. When he returned from one of those stays, he told Steve Wozniak about his idea. Jobs probably was working on apple plantages. Or he just wanted their startup to be in front of Atari in the phone book. Or it was a tribute to Apple Records, the music label of the Beatles.

When Steve Jobs came up with the idea of calling their new company Apple, both he and Wozniak knew that once things would get big, they'd get legal trouble with Apple Corps., the record company of the Beatles. But as they were unable find a name that sounded better than Apple Computer, the name was chosen. Woz's worries turned out to be justified. Apple Computer, Inc. was sued by Apple Records over trademark violations in 1989. In 1981, Apple Computer and Apple Corps. signed an agreement, allowing Apple Computer to use the name for products not related to music in any way. Part of this secret agreement was a payment of rumored \$80,000 by Apple Computer.

However, the peace between the two companies wouldn't last long. In 1989, Apple Corps. sued Apple Computer over trademark violations, claiming that the Apple //gs and other products (such as CD drives) were violating the agreement by being able to generate synthesized music. The lawsuit was settled in 1991 with another payment by Apple Computer. But this time the sum was much higher: \$26.5 million.

The next round between the two companies started in 2003. Apple Corps. sued Apple Computer again over copyright infringements. Apple's extremely successful iTunes Music Store caused this latest legal struggle for the name Apple. A judgement is yet to be delivered. However, rumors have it, that the two companies are working on another out-of-court settlement.



Apple Logo History

The Apple logo has become an iconic symbol of one of the strongest relationship brands, but it wasn't always the cool monochromatic, Web 2.0 logo that it is today. In fact, the Apple logo has undergone three major redesigns since the original was created in 1976.



The Newton Crest: 1976-1977

The first Apple logo was designed in 1976 by Ronald Wayne, sometimes referred to as the third co-founder of Apple. The logo depicts Isaac Newton sitting under a tree, an apple dangling precipitously above his head. The phrase on the outside border reads, "Newton... A Mind Forever Voyaging Through Strange Seas of Thought ... Alone."



The Rainbow Logo: 1976-1998

Steve Jobs commissioned graphic designer Rob Janoff to come up with something a little bit more modern. Janoff's eventual design would go on to become one of the most iconic and recognizable corporate logos in history. According to Janoff, the "bite" in the Apple logo was originally implemented so that people would know that it represented an apple, and not a tomato.

The multi-colored Apple logo was in use for

22 years before it was axed by Steve Jobs less than a year after his return to Apple in 1997. In its place was a new logo that did away with the colorful stripes and replaced it with a more modern monochromatic look that has taken on a variety of sizes and colors over the past few years. The overall shape of the logo, however, remains unchanged from its original inception 33 years ago.



The Monochrome Logo: 1998 - Present

Tinkering with one of the most recognizable logos in the world wasn't done simply because Steve Jobs is always looking to change things up. When Jobs returned to Apple in

1997, the company was bleeding money, and Jobs and Co. realized that the Apple logo could be leveraged to their advantage. That meant experimenting with larger logos to make it more prominent. If the shape of the Apple logo was universally recognizable, why not put it where people could see it?

That being the case, placing a large rainbow Apple logo on top of the original Bondi Blue iMac, for example, would have looked silly, childish, and out of place. Not exactly the direction Jobs wanted to lead Apple in. So instead of placing a somewhat minuscule rainbow colored Apple logo on its products, Apple began placing sizeable and Monochrome styled logos on its products in all sorts of places: on top of the original iMac, on the side of the Powermac G3

Tower, and in an assortment of colors on the good ole iBooks. This trend, which began in 1998, continues to this day.

The rainbow colored logo might always be a source of nostalgia for Mac enthusiasts, but the monochrome logo allows Apple greater flexibility when it comes to branding its products. Also, Steve Jobs isn't exactly the type to get wrapped up in warm fuzzy feelings of nostalgia. When Jobs returned to Apple, he needed to transform Apple's image from that of a failing company into one capable of churning out sleek and cutting edge products, and he needed a new logo to match. It doesn't appear likely that Apple will change up its logo again anytime soon, but one thing that will undoubtedly remain is the shape of the logo itself.

For the last few years, the Apple logo has appeared in various colors (aqua color scheme was famous among all). But now Apple has discontinued the use of bright colors in the Apple logo, instead opting for white and raw-aluminum color schemes. The polished chrome logo seems to fit ideally. The silvery chrome finish in the new Apple logo is consistent with the design scheme and freshens up the icon. For whatever reason Apple Inc. had to revamp its logo, the new Apple logo got a hearty endorsement by the customers and critics around the world. It can widely be seen on all Apple products and retail stores; and has become one of the world's most renowned brand symbols.

Excerpted From the website 'Edible Apple'



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millions on a logo redesign alone. While it is true that Apple invested quite a bit in its two logo redesign efforts, the lesson to learn is that if there is value in your logo as a tangible symbol of your brand, a complete logo redesign might not be the best strategy to revamp or rebrand. Subtle changes could make a better difference and yield better results. However, sometimes a complete redesign is warranted, as in the case of the original Apple logo, so don't be afraid to admit when your tangible brand elements just aren't working. ■

Dr Rao Speak



Dr Ravi Rao

The white/chrome logo is no doubt a masterstroke of design and colour but there is one serious repercussion that Apple will have to shoulder on this count. The current colours impart an aura of trust and reverence for the company and its products. However these attributes will not get transferred to the profitability that the company deserves. So what will happen is that competitors will make more money out of the innovations of the company than the company itself.

This scenario can change for the better if there is a small hint of red in the logo. The addition of the red would definitely impact the profitability in a positive way.