



Evolution of logo design

In this era, logos have become an important tool in the branding process. All brands use logos to create brand identity and recognition. They appear everywhere to catch the attention of potential customers.

People think this phenomenon is new and it only started a century ago. They are mistaken; it all began in ancient times. In this article, you will know how it all started, the evolution of logo designing.

Origins:

The exact origins of designs cannot be traced but they were widespread in ancient times. Of course, their purpose was not branding but they used to communicate different messages through their visual elements. People in ancient times used to communicate certain messages through cave paintings and they played the same role as logos of today.

Perhaps, the best use of designs was utilized in ancient Egypt, Greece and Mesopotamia and other ancient civilizations.



Paper and textile technology brings the development of logos:

By 100 A.D Chinese started using paper and by the 8th century, it reached the Middle East and northern Africa. Paper came to Europe through Arab traders, by the 13th century it reached Italy and by the end of the 15th century, it reached England and other parts of Europe as well. This brought many changes in art and design.

By the mid of 15th century, the printing press was invented and different printers begin using logos to differentiating themselves from others. This set the stage for a custom logo.

Industrial Revolution:

With the industrial revolution, new technology arrived and it wasn't restricted to only steam engines or huge industries but it brought new technology in the printing press as well. By the 1840s colour printing arrived in the United States and many pubs and grocery stores began using different [custom logo design](#) to differentiate themselves from others.

The most recognized logo today was designed in this era. In 1885 the logo of coca-cola was designed and since then it has influenced millions of people.

20th Century:

By the early 1900s, logos were widely used by businesses to gain an edge over the competition. The real branding process begun from this time, Chanel and Gucci designed their logos to create a brand identity through newspaper advertisements. This boom of logo designing continued throughout the roaring '20s.

By the 1950s Paul Rand opened up new horizons in the designing industry. His famous logo of IBM is still widely acknowledged and recognized. By this time, almost all businesses begin designing logos for creating brand identity and recognition.

Digital era:

During the 20th century and early 2000s, flat designs were widely used but with the advent of the digital era, 3D designs became a new trend. Branding channels also changed and companies begin to advertise and create their digital footprint by switching to social media networks.

Today, both 3D and flat designs are widely used though, brands use flat designs more because they create more impact than other styles due to their simplicity.

Conclusion:

Logos are not a new phenomenon; they have been present for a very long time. Though, back then they were used for just communal purposes. Today, they are used for both purposes.

Today, the designing industry has become huge and various companies offer [custom logo design services](#).