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The Wishing Apple

The evolution of the Apple logo



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Think different.

The bitten apple is one of the most recognizable logos in the world: a logo which stands for creativity and uniqueness. Seeing the logo brings sleek design and futuristic technology to mind. Apple's logo embraces an interesting journey in the short period of time from 1976 to present: from a 19th century Newton design to the modern 20th century simple design.

Apple started as a tech company in 1976. The less known Ronald Wayne (co-founder) designed company's first logo: the Newton logo. It was a classic and old-fashioned design. It was inspired by the story of Sir Isaac Newton sitting under an apple tree reading a book when an apple fell and he discovered gravity. Wayne depicted this to a brand identity. The logo included part of a poem by William Wordsworth, an English poet: "Newton... a mind forever voyaging through strange seas of thought." However, the life span of this logo was very short and only lasted for a year.

In 1976, Apple launched the new generation personal computer, Apple II. Steve Jobs decided to change the look

of the company's logo as he believed the Newton logo was too old-fashioned and did not carry the brand's message clearly. Jobs' solution for this was Rob Janoff: an American graphic designer who was hired to create a new logo. In late 1976 Janoff created the rainbow-colored bitten apple. Janoff explains on his website that the inspiration behind the rainbow-colored logo was the Apple II computer which was the world's first color display computer.

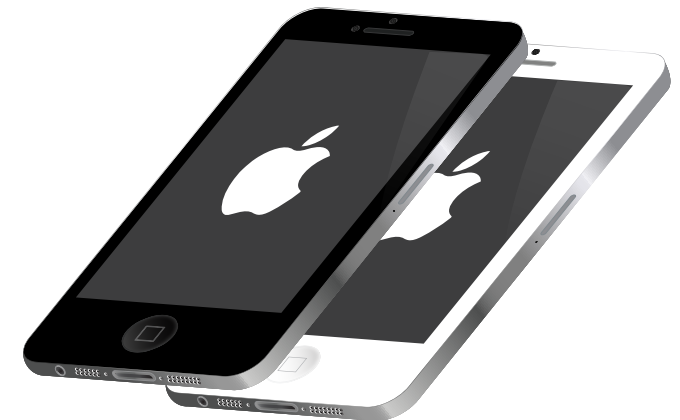
Also, the actual use of apple made much more sense rather than Newton's image. He uncovers the simple reason behind the famous bite, which is to make a distinction between an apple and a cherry. Glenn Beck, a conservative political commentator tried to draw a link between the Apple logo to Nazis and Alan Turing, a famous mathematician who decoded Nazis' encrypted communications and committed suicide by eating a poisoned apple. The numerous rumors and speculations around this successful design later proved false by Rob Janoff's explanation.

The Rainbow-colored logo was a creative logo and lasted for 22 years. In 1997, Steve Jobs returned to Apple after his leave. In his absence, the company suffered financial crisis. Steve Jobs decided to retouch the logo to make it more memorable prior to the release of first ever iMac. The rainbow-colored logo would seem silly and was childish and immature on this product. Hence the colors disappeared and a metallic look logo with embossing was created. The later versions were the glass-themed logo, and finally the new modern flat "Millennial" Apple logo which comes in three colors: Silver, White, and Black.

The Apple logo is one of the most creative and influential logos ever created. A published study by Professor G. Fitzsimons (Duke University) on assessment of effects of brands on behavior, found that people who were exposed to the Apple logo were 20-30% more creative than people who were exposed to the IBM logo. In an interview, Professor Fitzsimons stated "People find that when they think about the Apple logo, they think very strongly

about associations with creativity. When they think about the IBM logo, they think about a general notion of competence or professional." The success that the Apple logo has brought to the brand is unquestionable. Today the bitten apple is not only a logo, it is a symbol of innovation and trust.

The Apple logo has undergone various changes in almost three decades. However, it has never lost its vision and promises: a simple creative design which led to an immortal logo in design and branding history.



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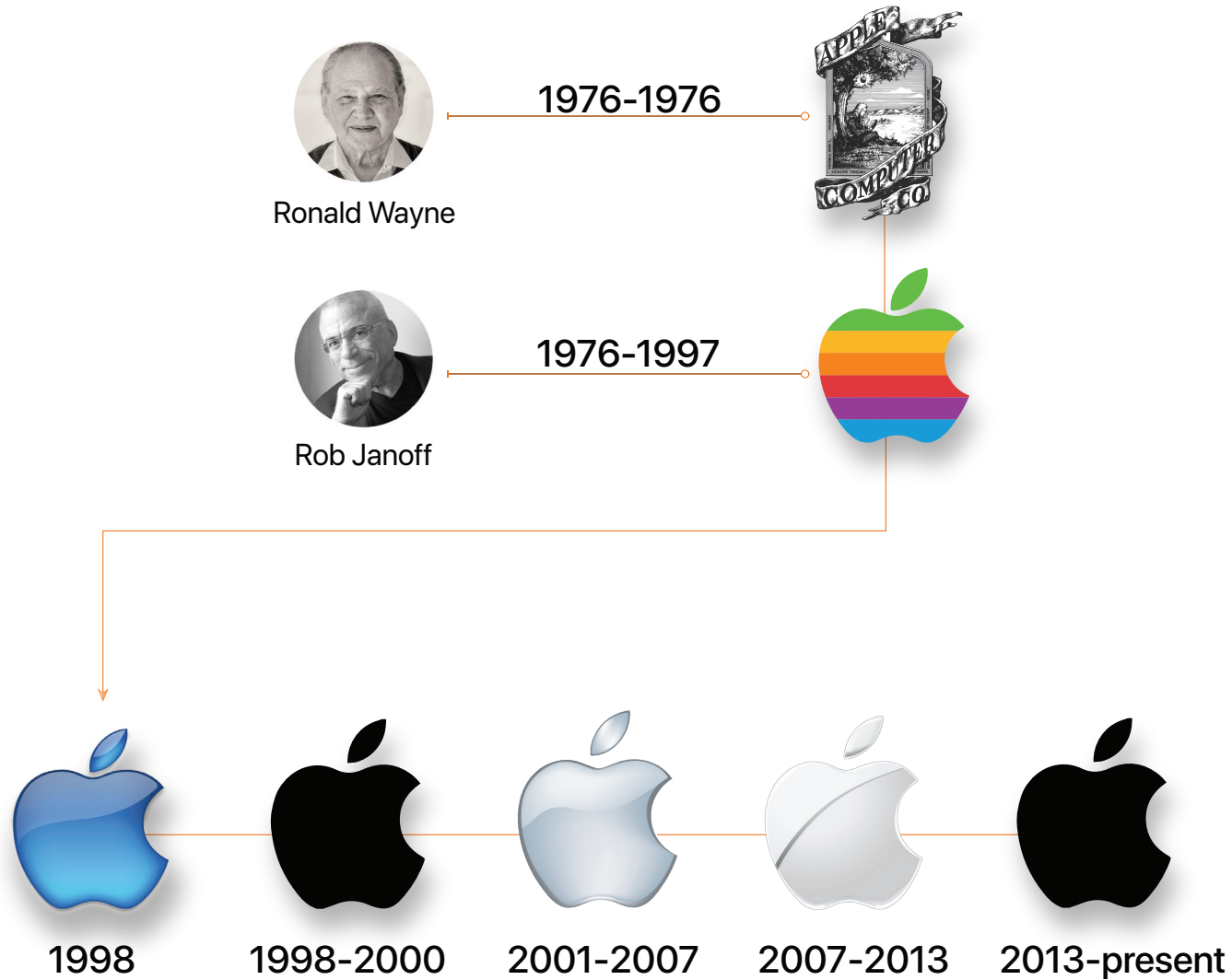
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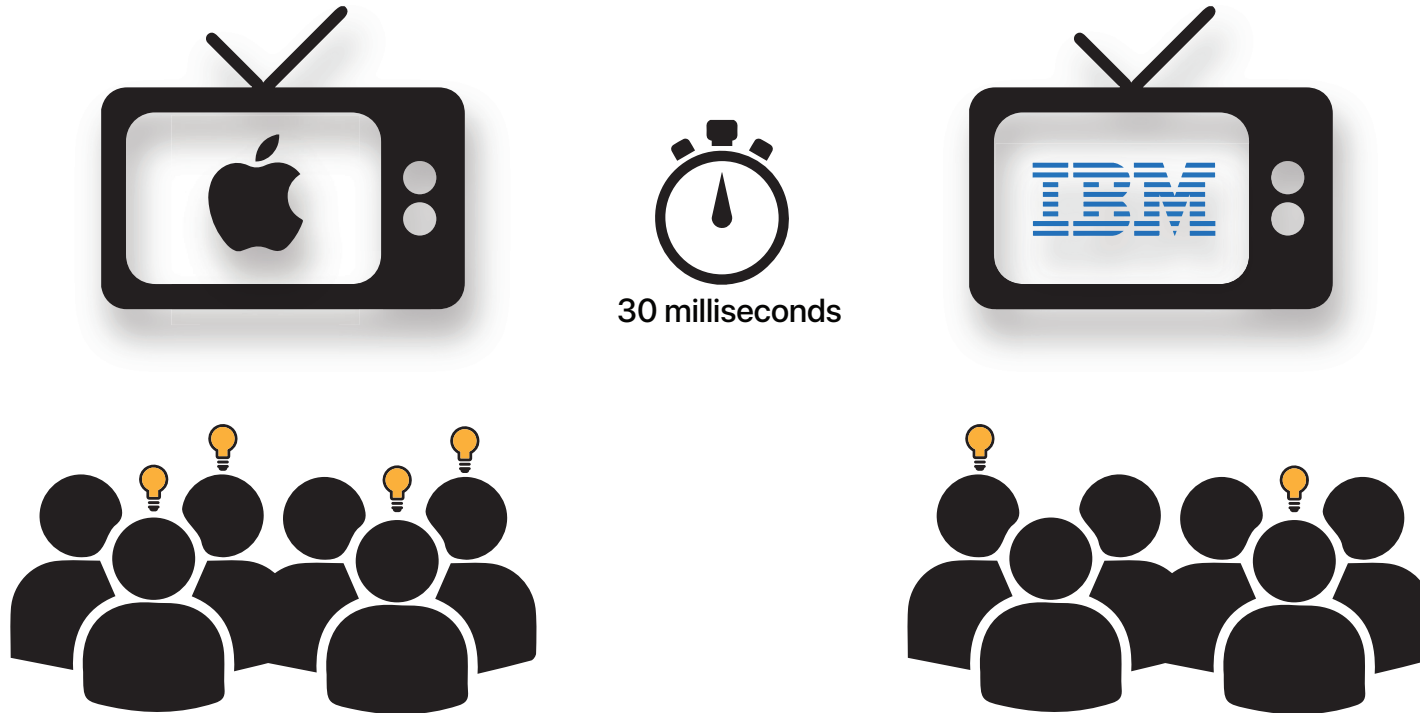
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History of Apple logo



Effect of logos on human behavior



"The Apple prime people were much more creative than the IBM Prime people by like 20 to 30 percent."

Prof. Fitzsimons (Fuqua school of business at Duke University)