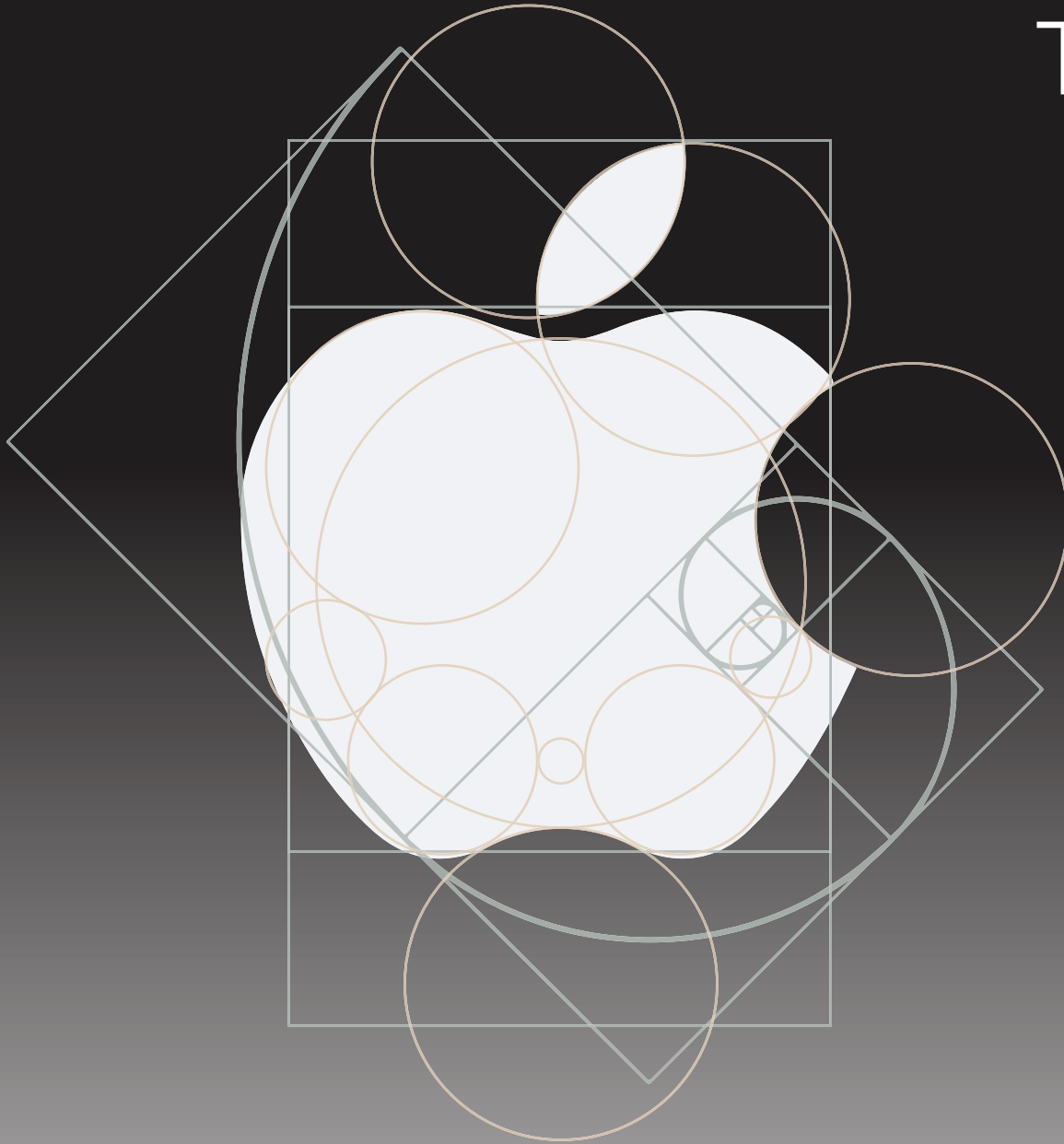Dela Cruz, Conrad 20206475

The Apple of my iEye

The Evolving Design behind the Apple Logo

The Apple of my iEye

Conrad Dela Cruz

'Newtons Crest'
Ronald Wayne 1976

'Rainbow Logo'
Rob Janoff 1977

"The 'bitten apple' is the logo of the well-known computer manufacturer Apple Inc. It is one of the easily recognizable logos in the whole wide world, a fitting symbol to the name of the company behind the picture."

From 1st world countries to 3rd world, everyone has seen the apple logo at least once in their lives. It is seen as one of the most universally known logos within the 20th to 21st century but it did not start with what we see today. As with all things, every idea starts as, well… an Idea. Those ideas are then put into process and made into a reality, which can be improved on. This is the same with the Apple logo, the original created by Apples co-founder Ronald Wayne to the newest rendition by Rob Janoff.

The First Rendition of the Apple logo was designed by the lesser known co-founder Ronald Wayne in 1976. His design featured Isaac Newton sitting under a tree with an apple "dangling precipitously" above his head. The Logo also had a phrase around the border which said "Newton… A Mind Forever Voyaging Through Strange Seas of Thought … Alone." This style of logo follows a crest design which eventually left the logo called as 'The Newtons Crest. Despite having great detail and story behind the crest logo, it was abandoned less than a year after its creation. The simple reason behind it? The logo was too 'old fashioned' and did not portray the brand message clearly.

The second version of the apple logo was designed and created by Rob Janoff in 1977 shortly after the creation of the Newtons crest. Rob Janoff's initial meeting with Steve Jobs was in early 1977 while Apple Computer was still very much in its infancy. The entire design process was stated to have lasted only around two weeks. The initial design was based off Janoff's examination of a 'physical cross sections of real apples' This design eventually lead to its first version coined 'the rainbow logo' and was promptly approved by Steve Jobs in preparation for the launch of the Apple II computer at the West Coast Computer fair in 1977. Prior to the launch, Production artwork was developed for 'print ads, signage hardware emblems and software labels on cassette tapes.'

The different aspects of the Rainbow logo such as the colour palette and the bite are all important aspects of the design. According to Rob Janoff, the bite was included so people would understand that it represented an apple and not a cherry tomato. The 'bite' is also a pun on the word 'byte' which is seen as a fitting reference to a tech company. As for the colour scheme, Steve jobs was rumoured to have insisted on using a colourful logo as 'a means to humanize the company' coincidentally this logo was used for the launch of the Apple II which was the worlds first personal computer with coloured display.

"The apple shape changed slightly from my original design in the early 80's. They brightened the colours, they made the shapes much more symmetrical, much more geometric. When I designed it I pretty much did it freehand."

Janoffs Original Logo was drawn free hand, but over the years the design has adapted over time closely grabbing influence from Fibonacci's Golden ratio. As the logo had become more mathematically based, it had also adapted to match with the company's

motto of innovation, so in 1997 the rainbow colours were removed, and it was changed to a glass themed logo. This version became widely known as the 'millennial' logo and came in three different colours which were black, white, and silver.

As of today, The Apple logo itself has evolved with the brand. The monochrome matte finish is one that is seen as sleek and high performance which matches the brand perfectly. Even though the logo has had many changes, it has been, and always will be one of the most recognizable logos in our generation.
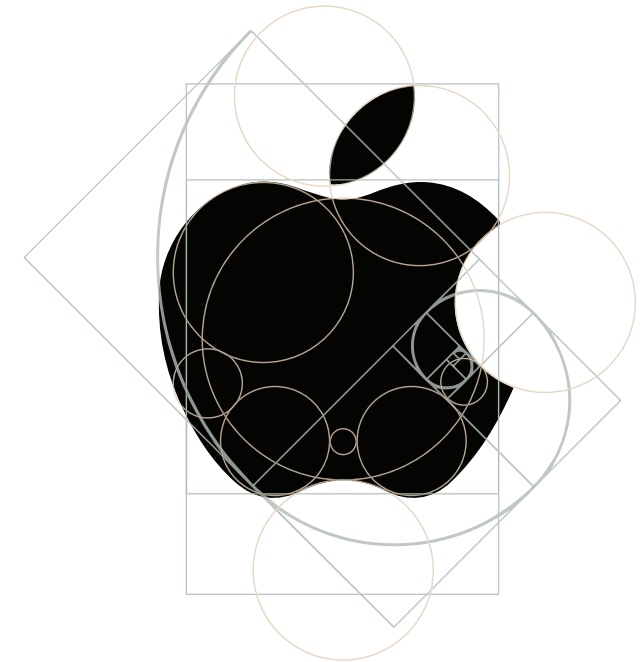
The Apple Logo in
Fibonaccis 'Golden Spiral'

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EVOLUTION OF THE APPLE LOGO
1976-2020

'Newtons Crest'
1976
Ronald Wayne

'Rainbow '
1977
Rob Janoff

'Translucent '
1998
Rob Janoff

'Monochrome'
2000
Rob Janoff

'Aqua '
2007
Rob Janoff

'Chrome '
2014
Rob Janoff

'Millenial '
Current
Rob Janoff

TOP GROWING & RECOGNISED BRANDS
(2018)

#	Brand	Value
1	Apple	214395
2	Google	155466
3	Amazon	100663
4	Microsoft	92678
5	Coca-Cola	66351
6	Samsung	59879
7	Toyota	53394
8	Mercedes-benz	48598
9	Facebook	45177
10	McDonalds	43411
11	Intel	43281
12	IBM	42984
13	BMW	41008
14	Disney	39877
15	Cisco	34567