

Record company logos

Logos are used to identify organisations.

They are part of developing the **brand** for an organisation and its **visual identity**.

The best record company logos are:

- instantly recognisable
- small enough to not get in the way of album artwork
- say something about the company

Record company logos

DefJam

One of the first labels to focus on hip hop artists

Simple logo which focuses on the D and J, highlighting the importance of DJs in the development of the hip hop genre

A chunky, stylish font choice helps here



Record company logos

Atlantic (est. 1947)

The first logo was used from 1947 to 1966 and then from 2004 to 2015. Simple and elegant design



The second was used from 1966 to 2004 and then from 2015 onwards. A bold font and logo choice make an impact. The fan part also looks like a record disc



Record company logos

RCA (est. 1900)

The first logo was used from 1929 until 1968 and then from 1987 to 2016. Simple and elegant design with a circle to reflect the shape of a record



The second was first used in 1968. Just using lettering is an option for logos. The chunky and stylish font is a good choice

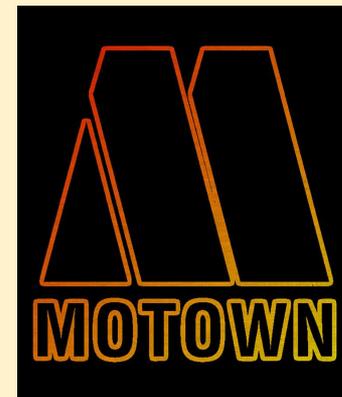


Record company logos

Motown (est. 1959)

Established in the Motor City of Detroit, Motown developed a large number of artists and with a distinctive sound

The simple and distinctive logo could be used in a variety of colours, with or without the word at the bottom



Record company logos

Island (est. 1957)

Founded in Jamaica before becoming international, the palm tree reflects the heritage of the brand

The round shape again reflects the shape of a record

The font is just thick enough to stand out in the lettering part



Record company logos

Warp (est. 1989)

British record label which started by focussing on techno music as it first developed in the UK

The round shape again reflects records. The lightning bolt shape reflects the “intentional edginess” of the new brand of music the company promoted



Record company logos

Factory (est. 1978)

Considered an iconic logo which was used to brand all sorts of items

The company developed out of the post-punk club scene in Manchester and by the 1980s was considered a major cultural force with bands such as New Order and the Happy Mondays on its books



Record company logos

Ghostly (est. 1999)

A label founded in Detroit which focuses on electronic artists. Its founder used the name DJ SpaceGhost

The logo has become a design classic in its own right. The round shape is used again, with the ghost reflecting the “dreamy, modern feel” of electronic music



Record company logos

Common themes:

- lots of black and white - very little colour
- lots of round shapes, reflecting the shape of vinyl records and CDs
- limited text
- chunky, bold font choices
- simple designs

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