

The apple logo

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Logos: Apple A very common sight for many people: The Apple logo. In the diagram on the separate sheet, we see how they used Fibonacci to make an aesthetically pleasing picture. The logo looks nice because of its rounded, almost spherical shape. Some would argue that it is perfect whereas others find it boring. Over the years the colours have changed from the rainbow stripes of 1976 to the monochrome of 1998. It had changed to be monochrome to look more professional as opposed to childish.

It also scaled up the size of the logo to make it look far more prominent and make anyone with an apple product in public an advertisement. The first apple logo was of Isaac Newton under a tree made in 1976: it quickly died due to its complexity and overall ugliness. It was archaic and would not fit onto their products very easily without making it look stupid. The bite in the new logo was said by the designers to make it look less like a tomato.

Their fans said the bite was a byte - a small nerdy joke which the developers and media found rather amusing and fitting for a technological company.

When asked about the logo design, Jean-Louis Gassée, former apple executive, stated: " 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 a more appropriate logo: lust, knowledge, hope and anarchy. This was an inspiring thing said, of course, by a passionate Frenchman. Rob Janoff, designer of the rainbow Apple logo, said there was no importance of the colour scheme and that he just wanted green to be at the top where the leaf is, however, Steve Jobs said he wanted the rainbow colour scheme to 'humanize' their company. I think the logo is good because of all the thought that went into making it. We do not know if the

Fibonacci sequence was actually used when it was made but either way, it works to make icon look sleek.

In our society, Apple products are seen as a symbol of wealth which, to me, seems rather Ironic to Gass©e's statement of the bite. All In all, they certainly do take a bite out of your wallet. Source of historical information: <http://www.edibleapple.com/2009/04/20/the-evolution-and-history-of-the-apple-logo/> The Apple Logo By Mackintosh caled up the size of the logo to make it look far more prominent and make anyone with an apple product in public an advertisement.