

With the rapid development of business and marketing relations, the portrayal of the right image through the distinct and memorable visual identity has become one of the chief factors, which gives the competitive advantage. Designing logos, business branding and trademarks, we are more likely to be the leaders on the market and our image can be perceived as the symbol, implying the originality and quality of our products. The Apple hardware company is the best computer company that sells PCs, laptops, iPods and some other appliances, mostly with Mac OS. But what is important, designers represent their unique logo on every product and nowadays practically each American knows that visual sign of apple stands for Apple Inc.

I am not an exception, because I do recognize this logo. It was ten years ago when I got my first Apple computer and enjoyed it. I noticed this nice logo and appreciated it. I never regretted buying this hardware. The high quality is provided and the comfort is created. And the logo makes me think about highly innovative tendencies and forces me to respect the company. Apple Inc. is the most successful computer company in terms of selling PCs. And I am totally opposed to Windows OS as it has a lot of disadvantages in comparison with Mac OS. As I am interested in computers and Internet, I use this hardware every day with quite different purposes: both for work and for my study when searching information for the projects. Today, I am provided with everything necessary for work: Apple PC and Apple laptop. Apart from hardware, I feel myself extremely comfortable when using my iPod, which I bought two years ago.

The Apple logo belongs to the most popular logo designs in the world. The design of Apple logo changed several times. As I had a great interest to find out the initial design of this logo, I browsed some sites to find it. At all times, the Apple logo contained the powerful corporal identity. The first logo was designed by the founders of Apple Inc in 1976. Those were Steve Jobs and Ronald Wayne, who did not want to place the word Apple in the visual identity of their company. However, their initial logo contained the inscription. The initial design depicted the Isaac Newton sitting under the apple tree. The design was aimed to cite the Newton's quotation about the mind that is constantly voyaging through strange seas of thought. Placing two ribbon banners with the words 'Apple Computer Co.', they could probably share some thought about the professionalism of

the company and intelligence of people. The second design of Apple Inc. may talk about their success as they were very popular and widespread and did not need to depict the title of their company. The second sign, which was a multicolored apple with the bite from the right side, was designed by Rob Janoff. I personally suppose that this design as well as the final third one were extremely successful. I observed the second logo to be multifunctional like multicolored apple and widely used as the huge number of buyers bite the apple and taste its quality. In another sense, it could depict the rainbow. And according to some experts, this rainbow design was done to commemorate the discoveries of gravity, meaning apple, to describe the separation of light, implying Newton's respective discovery. In addition, the Apple computer owners believe that such design was done in order to show and advertise the color capability of Apple computers. The final design of Apple logo tends to be the most successful. Here we can investigate mainly the light aqua, white or silver chrome logo textures. They were produced to be consistent with design schemes. And what is more important, nowadays the final logo is an effective marketing brand that can be met not only on computers and iPods, but also at many retail stores. The final design could be understood as knowledge. The link between technology and knowledge is obvious and awesome. The bite of the apple equals the bite of information.

Taking into account the evolution of the Apple logo, I must admit that it has become a successful marketing brand apart from simply being a symbol. The Apple logo is somewhere deep inside our brains. Visiting the shops and business centers and noticing the Apple logo, people would definitely associate it with Apple Computer Inc. Moreover, for those who are interested in technologies, this sign may imply rather flexible and highly innovative computer incorporation with products that are desirable by everyone. According to Jobs, apple was seen as the most perfect fruit. Placing it in the symbol could mean that he wanted to show the perfect technology. It completely fits the company as it is a business brand. By means of such visual identity Apple Computer Inc. can do both advertise its products as well as represent the innovative approach towards technology.

The modern silver chrome design of the Apple logo is considered to be associated with technological breakthrough and innovation. The designers could have probably used Photoshop or

any other graphic software. In case with silver chrome effects, we are now offered a wide range of tools inside the program. For example, to design the similar logo to the final Apple symbol, we have to play with ff. tools in PSD. It is necessary to use shape tool, and achieve the white transparent effect. Finally, we should not forget to add very little layer effect and shadow. On the other hand, it could be done by means of layers. On layer 1 we have to slash the drawing in the middle. On layer 2 the painting is with blending brushes by means of Painter. On layer 3 we have to provide white paint for highlights and some other drawings for the outline. Once everything is done, we drop and merge everything with our original layer.

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