

Costco Wholesale

- Costco is a large chain of warehouse discount retail stores
- The chain is multinational company
- Color scheme is the clashing of red and blue
- Text is on ALL CAPS
- The typeface is sans-serif
- Though the logo doesn't have a symbol, it does mesh with typography, making a "blocky" shape with the type.



PRICE CLUB PRICE CLUB Costco

1976 - 1993 1993 - 1997 1983 - 1997

COSTCO

**COSTCO
WHOLESALE**

1993 - 1997

1997 - now

