Hi everyone, today we are going to introduce Since apple all previous dynasties logo

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Today's Apple should not need to learn more. Everyone has a concept, but nothing more than the mobile phone and the 3C of its own products. Since it will not be understood unless there is research, I will introduce it next.

Before Apple had such a great development, it was an unknown scientist (hacker). Several friends worked together to develop it, so everyone working hard here will have the opportunity to become the next legend.

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introduction

Apple's brand logo is recognized as one of the world's outstanding designs. As a world-renowned brand, Apple is a leader in the computer and personal digital fields. Apple products have won the love of hundreds of millions of users worldwide with their innovative ideas, outstanding product design and outstanding user experience.

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Origin of Apple

The original logo was designed by Wayne, one of the three founders in 1976, and was only used in the production of the Apple I, a pen drawing for Newton sitting under the apple tree and reading a book. Repeated product innovations have changed to the current LOGO.

Where did this famous "Apple bite" design come from?Related to a tragic story after World War II?

The first logo was designed by one of the founders, Ronald Wayne, and was a pen drawing of a Newton sitting under an apple tree and reading a book. For a more tech company style, Steve Jobs re- commissioned the advertising design, and finally used the red-red stripes and a bite of the apple image. Although the design has changed slightly in the future, it still stays with the original shape.

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First generation of apple symbol

Apple's first logo image was drawn by Ron Wayne with a pen on paper. The inspiration came from Newton's meditation, being hit by Apple, and then discovering the story of gravity.

Just now I mentioned why there is a bite.

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Second generation of apple symbol

The reason for the second-generation logo came from Apple's Steve Jobs. A new product, Apple II, needs to be released. The product needed a simple and distinctive logo at the beginning. The color was changed to improve the recognition of Apple II.

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Third generation apple symbol

The reason for the change of the third generation logo is that the new product uses a transparent material shell to make corresponding changes to match the grip of the new product. The color of the logo has also become simple and monotonous, reflecting a simple beauty.

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Fourth generation apple symbol

The Apple logo image has become transparent, and its main purpose is to cooperate with the Mac OS X system that was first introduced to the market.

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Five generation of apple symbol

The fifth generation is due to the iPhone ’s creative introduction of Multi-touch technology. The Apple logo needs to have a glass texture, so the theme color is changed to silver and white. It welcomes the world with a light and elegant attitude, representing Apple Inc. The most concise and convenient service. At this point, the Apple mobile phone has bid farewell to the half-screen era and the smart phone era has arrived.

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Sixth generation of apple symbol

Apple's design style has changed significantly. Jony Ive has carried out bold innovations to remove the three-dimensional elements such as the high-brightness iOS system, shadows, and halo. With the adjustment of the design style, it presents a simple pure white flat effect.

This is the LOGO used so far.

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Conclusion

Today, the Apple logo is a symbol of innovation and trust. However, no matter how the outline of the surface is adjusted, the basic outline of the Apple logo is the same, because they are always at the forefront of technology just like they continue to adhere to technological innovation.