FedEx Logo

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Throughout our history there have been many outstanding logos. The FedEx logo happens to be one of the best logos ever created. Lindon Leader, the Senior Design Director of Landor Associates designed this logo in 1994 when Federal Express changed its name to FedEx. Fred Smith, the CEO of Federal Express challenged the Landor team to create a logo that would “be visible from five blocks away”, and that any changes to the original colour scheme “had to be justified by a very good reason.” Originally, Landor Associates created over 200 designs, which was then narrowed down to six. During the creation of one of Leader’s logos, he realized that when a capital ‘E’ was placed next to a lowercase ‘x,’ a rough shape of an arrow is created in the negative space. The idea of using an arrow as a visual representation of the company was already discussed and even used in some logos by the design team. None of these arrows aside from Leader’s were hidden however. That is what really separated Leader’s logo from the rest. The arrow symbolizes the company’s speed and precision, which corresponds to the company’s slogan, “The world on time.” While refining the logo, Leader knew that he would have to modify certain typefaces in order to make the arrow natural looking. Leader used a mix of Univers 67 (Bold Condensed) and Futura Bold to create this genius logo. Certain letters had to be modified to create the natural arrow, for example, the ‘x’ that had to be increased in height. Over the years since the creation of this logo, it has won over forty awards world wide and was ranked as one of the top eight best logos in the past thirty five years by Rolling Stone Magazine.

Growing up, I saw the FedEx logo a lot, but I never thought anything of it, it was just another logo to me. At the time, I wasn't interested in design at all. It was in Grade 7 when my teacher showed us the hidden secret of the logo, the front facing arrow, that I became so fascinated and I thought it was ingenious! Every single time I see the FedEx logo to this day, I always see the arrow and I think back to that time in Grade 7. Lindon Leader said that once you see the logo, "*You won't forget it!*" which is exactly what happened to me. That is what makes this simple logo so amazing and clever. This one logo was the starting point of my design career. Though my family and I never use FedEx, it is still one of my most favourite logos. To me, this logo symbolizes “Moving forward” or “A step ahead [of the competition].” I think that no matter where people live, once they find the secret in the logo, they will perceive the arrow as something similar along the lines of speed, going forward, or leading the way. Whenever someone designs something, there will always people that love it and hate it. In either case, I believe the FedEx logo is unquestionably one of the greatest logos ever created.

Works Cited

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