Asymmetry in Company Logos

The company logo is an extremely important device to represent the personality, culture, and identity of a company. For this reason, it is essential to have a logo that is with the time and portrays the core values of the company. This study works to understand the stylistic trends of company logos.

In the recent past, companies have used symmetries to show order and balance in their company. This can be seen with companies such as Mcdonalds, Target, Adidas and Volkswagen which are all characterized with vertical symmetry. However, over the past couple of years we have seen a shift toward anti symmetries which give uniqueness and character to the brand.

Above we can see the evolution of the Pepsi logo which originally had C2 symmetry, but has rebranded themselves under a more abstract logo with no symmetrical value.

In the example of the new Google logo, we can see how the G does not have many attributes of symmetry. The line that separates the red and yellow spaces is not perfectly in line with that of the line that separates the green and blue spaces. We can also see how the G is not perfectly rounded which is very common in past logos. Finally, we obviously see that the color is not evenly distributed throughout the logo, which can be seen with how small the yellow section is.
Another interesting example is the Nintendo Switch Icon. We can see how it has an offset glide symmetry. The location of the red dot is farther from the middle than the white dot. This can be seen better with the Models 2 and 3.

Overall, we can see how company logos are moving in the direction of antisymmetry which reflects the ideas of uniqueness, quirkiness, and acting dynamic. By looking at how logos evolve, we can begin to make predictions about the future of stylistic logo trends which are essential to the progression of business. With the trends seen in this paper we can see the possible paths that logos could change in the near future. Logos could continue to evolve into a more abstract style with no attributes of symmetry at all (seen in Model 4, the Russia World Cup logo), revert to having defined symmetric attributes (seen in Model 5, the logo of Electronic Artist Skrillex), or innovate into a field that does not yet exist.

Despite how logos evolve, it is important to understand their past as we look toward their future.