



# PENGUIN

## CORPORATE LOGOS

***We take this book format pretty much for granted today. But it has been and is a wonderful thing. I still recall the wonder of the paperback book as expressed by Carl Sagan when he said, "For the price of a modest meal you can ponder the decline and fall of the Roman Empire, the origin of species, the interpretation of dreams, the nature of things."***

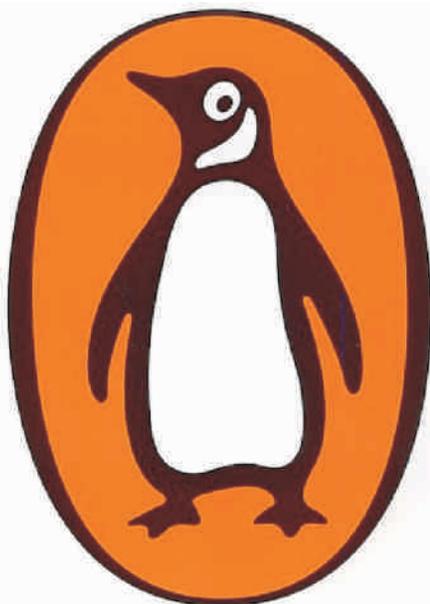
*(Cosmos. New York: Random House, 1980, p. 281.)*

In 1935, cheap paperbacks were available, but their poor production generally tended to mirror the quality between the covers. Good books could either be bought for a lot of money or borrowed on a library card. Allen Lane saw in this situation an opportunity. He believed in the existence of a vast reading public for intelligent books at a low price, and staked everything on it.

He decided that good quality contemporary fiction should be made available at an attractive price and sold not just in traditional bookshops, but also in railway stations, tobacconists and chain stores. He also wanted a 'dignified but flippant' symbol for his new business. His secretary suggested a Penguin and another employee was sent to London Zoo to make some sketches. Seventy

years later Penguin is still one of the most recognizable brands in the world.

The first Penguin paperbacks appeared in the summer of 1935 and included works by Ernest Hemingway, André Maurois and Agatha Christie. They were colour coded (orange for fiction, blue for biography, and green for crime) and cost just sixpence, the same price



## THE PENGUIN LOGO

Penguin has offices in 15 countries, from Penguin US (formed in 1939), to Penguin Ireland (formed in 2003), and keeps over 4,000 different titles in print. In 2008, Penguin was named Publisher of the Year in Canada and Australia and Trade Publisher of the Year in South Africa and also won the major English language prizes in India's national book awards.

**Indeed, it is told that the penguin was chosen as the company logo because Lane "wanted a 'dignified but flippant' symbol for his new business."**

as a packet of cigarettes. The way the public thought about books changed forever - the paperback revolution had begun. Within twelve months, it had sold a staggering 3 million paperbacks. Penguin became a public company in 1961. The share offer was oversubscribed 150 times - setting a record for the London Stock Exchange.

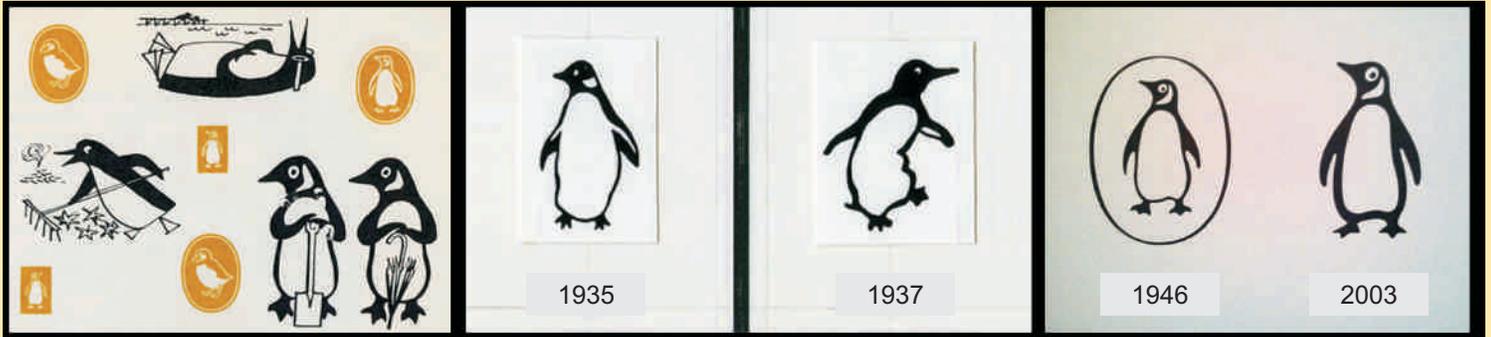
When Penguin was launched in 1935 it was widely dismissed as a terrible idea within the publishing industry, but within three years it



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## CORPORATE LOGOS



This flightless bird has adapted beautifully over the years, radically changing its design approach in response to market forces and trends, from the graphical covers of the 60s, to the commercial designs of today. Penguin achieved coherent change mostly from having a strong in-house design culture.



**Luck also plays a part in great brand design. Penguin was still young as World War II erupted, and its format just so happened to prove the perfect fit for a battledress pocket. On such quirks are great brands built.**

had sold 17 million books. By 1960 sales had reached 250 million and the company had 3,500 original titles in print. Luck also plays a part in great brand design. Penguin was young as World War II erupted, and its format just so happened to be the perfect fit for a battledress pocket. On such quirks are great brands built.

Sir Allen Lane died on 7 July 1970 and tributes flooded in from the literary world. That same year, Pearson, the international media group, bought Penguin and the company continued as a major and vital publishing force.

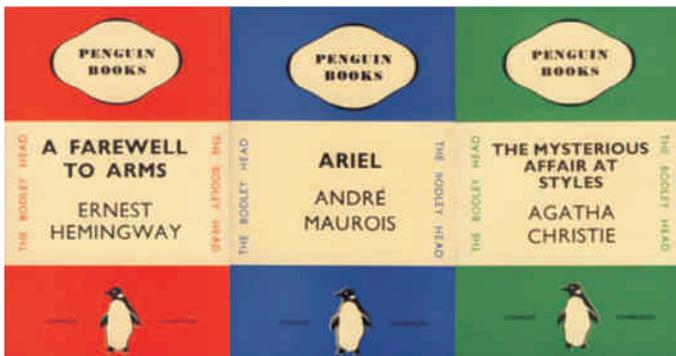
Today Penguin Books is a division of the worldwide Penguin Group and is owned by Pearson PLC. Its counterpart in the United States is Penguin Group (USA). Penguin is



Another famous penguin - The Linux logo

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## Penguin-Books Colour Bands



Since 1935 each Penguin book cover has perfectly captured the culture of its time due to its progressive approach to typography and cover design. The emergence of graphic design as a profession, along with the wealth of talented and creative designers that have worked at Penguin over the years ensured that Penguin became an exemplar of book design.

In the early days Penguin followed a rigorous application of colour, grid and typography. Each genre was allocated its own colour: orange for fiction, green for crime and blue for biography.

In the 1940s Tschichold - German typographer working for Penguin - designed a template to be used for all Penguin books with designated positions for the title and author's name with a line between the two. He also unified the design of the front, the back and the spine and redrew the Penguin symbol in eight different variations. This strict design ethos ensured that the same style was always applied.

*(Excerpted and adapted from "Judging a book by its cover" posted By: Stacey Sheppard on the internet)*



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## CORPORATE LOGOS

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Dr.Ravi Rao

### RaoSpeak

Time and again, at every platform, I have reiterated that if you want to grow you must have a sound, well balanced logo. The Penguin story is a example of the power of the Corporate logo.

Penguin has made generous use of orange, which is a good thing because Orange colour is the colour of longevity, purity and fire. Thus illiteracy rates may vary; the way knowledge is disseminated may be many but what is constant is the sanctity of the thirst for knowledge. Further the use of the Penguin the flightless bird of black and white instills the drama of contrasts – the mainstay of literature. Thus this logo is an outstanding balance of color, shape and size.

For those who believe they have the talent and everything else that takes to make a good strong business but are left behind in the race, the Penguin logo will stand out as a logo that drives a company.

the lead publisher for the United Kingdom, New Zealand, Australia and India.

#### The Penguin Logo

The Penguin logo started with the simple name, suggested by a typist of the company. Allen Lane, the company founder, had already hit upon the idea of an animal logo, inspired by the template offered by the contemporary publishing house The Albatross Library. “It

was the obvious answer, a stroke of genius,” said Penguin’s original designer, Edward Young.

“I went straight off to the zoo to spend the rest of the day drawing penguins in every pose.” The clear logo was matched with the archetypal modern, but not too scarily modern, typeface, Gill Sans, and the now classic three-band cover, with colours related

to the subject: orange for fiction, dark blue for biography, etc.”

Indeed, it is told that the penguin was chosen as the company logo because Lane “wanted a ‘dignified but flippant’ symbol for his new business.” ■