

The Big Blue Globe

Have you ever wondered where your service provider originated from? More specifically AT&T logo and how its logo became one of the most iconic logos in the world with years of transformation and innovation. This logo is so iconic that there are more than 77 million postpaid and 18 million prepaid customers as of 2019. It's also a superbowl sponsor and has many commercials in its name and around the world. It took many years with changes in the logo from color, to shape, to size, to just creating a whole new look

Well it all started back in 1885 when the bell telephone Company established the American Telephone and Telegraph Company which later became AT&T, but were not here for the long history of the company. Were here for the innovation of the big globe . While I'm not certain who designed the first couple of logos, it was later down the road designed by Saul bass. Who is Saul Bass? Well he a famous graphic designer and filmmaker back around when this was getting started. The first iterations of the logos was inspired by the founder Alexander Graham Bell Throughout 1889 To 1983 where their logo was later banned from using the bell by the US Government Over monopoly dispute.This would break up the monopoly and the

smaller companies would take over local phones meanwhile AT&T would be the long



1889



1900

distance service . That was a good thing for many of the small phone business because it led to many of them to be successful. The first design of



AT&T being a bell with the words “ long Distance telephone” in a custom font called Aleck inspired again by the founder, surrounded by a square double lined box. Later on in 1900 the bell had some subtle changes to it, keeping



the bell, words in the bell, and font used. They added The words “American telephone & telegraph co” and “ And associated companies” Surrounding the bell . As Well as adding “local” on top of the bell and “Bell system” underneath it. The design twenty one years later basically had one change which was taking out the wording from the design before and replacing it with “Bell system”. We jumped to 1964 and the logo had a big change finally adding the letters AT&T to their logo and shrinking the bell logo and leaving it to The left and adding “ and associated companies” underneath “AT&T” as well as Changing the font to a solid monolithic font. Going five years ahead they change The bell, only keep the outline of it and change the color to blue, they put it On the top portion of the logo and take out the words “ and associated companies”. Down the road the company and the us government have a conflict Over the companies monopolistic ways later resulting in the ban usage of the bell Which brought the challenge of creating a new logo that was given to the designer Soul Bass. He went through many ideas and later picked the globe image that Has many different thickness of lines to give it a 3D

feeling and keeping the Blue color. When thinking and looking for ideas they came up with the globe because the lines represented them as a giant phone company that was uniting nations all over the world

and it was a way AT&T announced their global Domination. Later in 1996 the company didn't really change their logo, just took Lines out of the globe and put on a darker shade of blue but in the year 2005 AT&T changed the globe into a transparent line being able to look through and changing the font to a lower case Omnes font. This change was made because of the merging of AT&T and SBC to symbolize AT&T's expanding variety of services.

Southwestern Bell Corp (SBC) is incorporated as one of seven regional holding companies in anticipation of the AT&T

Divestiture. Even though the company went through interesting phases it seems that no company has yet be inspired by their logo to make something similar in look or meaning.

With that, there was a big amount of changes throughout the years to the company and the logo itself. Like the different bells, the various amounts of different colors of blue they use, to the different Fonts over the years .At first it was supposed to symbolize the founder and it turned into the globe which stands for its impact and how big it's gotten. Making it pretty interesting and unique with the process of it becoming what it is today.



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