

Which is the oldest logo still in use today?

Trivia 10 of 30

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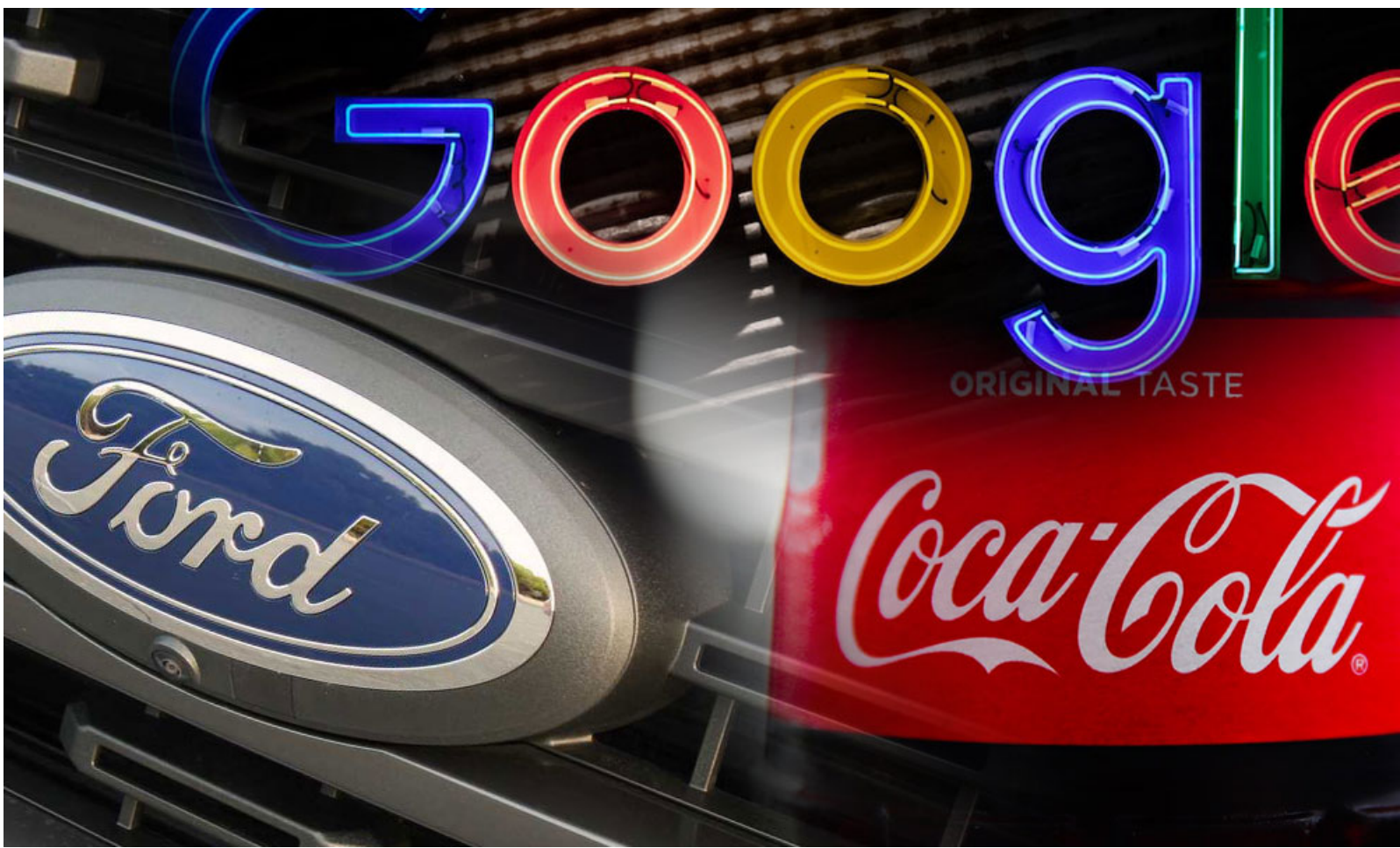
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Twinings – 1787

The Twinings logo dates back to 1787, making it the oldest commercial logo in continuous use since its inception ([Twinings.co.uk](https://www.twinings.co.uk)). It is also one of the first examples of a *logotype*, or a logo that is primarily text-based ([99designs.ca](https://www.99designs.com)). Other famous examples of logotypes include Ford, Google, and Coca-Cola.



Original Twinings tea shop on the Strand in London, UK. The original logo can be seen above the main entrance. [Global Panoramic / CC BY-SA 2.0](#)



Examples of famous logotypes include Google, Ford and Coca-Cola. Image: MasterMetrix

Bass Beer – 1876

The Bass red triangle logo, inspired by the Bass family coat of arms, was trademarked in 1876, making it the first image to be registered as a trademark in the UK. Around this time, Bass had become the largest brewery in the world ([Wikipedia.org](https://en.wikipedia.org/wiki/Bass_Brewery)). In 2013, Bass Pale Ale was renamed “Bass Trademark No.1” to recognize this part of its history ([BeerToday.com](https://www.beertoday.com/)).

The Bass heraldic crest, from which the red triangle logo was inspired.

Image: 4crests.com



The original and current Bass logos. The red triangle was the first image to be registered as a trademark in the UK. Images: Fandom.com



The Bass red triangle is visible (bottom-right) in Édouard Manet's *A Bar at the Folies-Bergère*, 1882. ArtAndArchitecture.org.uk

Levi's Jeans – 1886

Levi Strauss & Co. was originally a wholesale dry goods business in San Francisco that started manufacturing denim pants, which we now know as “jeans,” in 1873 (LeviStrauss.com). Thirteen years later, in 1886, Levi's introduced its now famous logo, depicting how its jeans could withstand the strength of two horses (LeviStrauss.com).

What about the red (and all those other colored) tabs? What's up with that?

Levi's held a patent on riveted denim jeans until 1890, at which point the patent expired and went into the public domain. Levi's started to have

difficulty differentiating itself amongst its competitors. The national sales manager at the time came up with the little red tab idea so that everyone could immediately see who was wearing Levi's (LeviStrauss.com). The label made its appearance on Levi 501 jeans in 1936 and has since become iconic of the brand itself, especially as 501 jeans have become the most iconic fashion item of all time (Mirror.co.uk).



The iconic red tab on a pair of Levi's jeans, patented in 1936. Photo: [Ajay Suresh / CC BY 2.0](#)

Sherwin Williams Paint – 1910

Used in its current form since 1910, the Sherwin Williams Paint logo has been criticized for its “sinister” and “anti-environmental” message, with

its red paint being compared to blood pouring upon the Earth. As such, it has been described as one of the worst corporate logos ever made. Sherwin Williams sticks by its logo though for its “iconic” and historical significance ([Fandom.com](https://www.fandom.com/wiki/Sherwin-Williams)).



1893



1905



1910



1919



1926

The evolution of the Sherwin Williams Paint logo. Image: MasterMetrix, via [Fandom](https://www.fandom.com/wiki/Sherwin-Williams).

When did brands start advertising feminine armpit hair removal?

What is an example of “leading” in graphic design?

What is the most used Twitter emoji of all time?

What is the most tattooed brand of all time?

Which 80's cartoon was NOT created to sell kids' toys?

What is the most expensive domain name ever purchased?

UGG boots first became popular with

which demographic?

What brand of cigarettes did doctors smoke “more than any other”?

What soft drink used to be called “Brad’s Drink?”