



C. 1940



C. 1941



C. 1949



C. 1970



C. 1972



C. 1974



C. 1976

DC COMICS BRAND: A GRAPHIC HISTORY

DC Comics traces its heritage back to NEW FUN COMICS in 1935, but did not begin branding itself until its 1940 publications. Presented in a simple circle, DC's initial mark on the comics read "A DC Publication." The "DC" referred to DETECTIVE COMICS, one of the oldest and most popular titles published at the time.

With Superman's phenomenal success in the early 1940's, and to enhance potential sales of the other titles in the line, DC changed its mark to read "A Superman DC Publication" with late 1941 releases.

By 1949, the various businesses that made up DC Comics were formalized into National Comics, Inc, which was reflected in the logo's new design that read "SUPERMAN · National Comics," with the DC initials remaining in the center.

By 1970, DC made an attempt to capitalize further on the sales success of character-driven titles. The previous NATIONAL mark was retired, replaced with an image of the host title's character in a circle and a simple "DC" and title identification.

Then, in 1972, a simple white circle with bold DC initials was introduced. The company then modified the logo again in early 1974 to read "The Line of DC Super-Stars." From late 1975 through most of 1976, the logo was moved to the center of the cover, anchoring a bar of information above the logo. It then moved back to the left corner.

In early 1976, a redesigned DC logo (referred to as The Bullet) was created by noted graphic designer, Milton Glaser. It employed evolving elements of the past, while establishing a fresh interpretation for the times. This "Bullet" has lasted until today, becoming the single longest running logo in the company's history.

The new DC SPIN, created by Josh Beatman of Brainchild Studios, continues the evolution of the mark. Reflecting DC's expansion from comics publisher into larger forums for entertainment, the DC SPIN echoes the company's new momentum forward, while still acknowledging DC's rich history and the mark's visual legacy.



The DC Spin – 2005