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Famous Electronic Manufacturer Logo Designs “ These Companies Have Withstood Test of Time! by [Tammy Becker](#)

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Electronics products industry is a competitive one. Everyday new and innovative products are introduced in the market due to which predecessors become obsolete.

Below mentioned are some famous electronic manufacturer logo designs that have altered their brand marks to keep up with the competitive industry.

1. Hewlett-Packard:

Because the business name of this corporation is long, they have used initials in the emblem. Although it was created in 1957, it is still not sure who created this monogram. The central concept of the design has remained consistent throughout the years. The design consists of a blue colored slanted text on a white background. This image was altered in 2009. The new image consists of white fonts over a blue background. The minimal use of colors in the pictures gives it a touch of sophistication and simplicity.

2. Pioneer:

This monogram has seen many alterations in its life. The old emblem was created in 1970 and was used till 1998. It consisted of the business name in simple and straight black colored fonts on a white background. The new monogram is sleek and contemporary. It consists of red colored, slanted fonts that give an impression of movement.

3. Samsung:

The Samsung brand mark has seen many changes in its life. Their current trademark is a dynamic image that is sophisticated and chic. It consists of the business name in thick and white fonts encased in an elliptical shape. The combination of white fonts over a dark blue background makes it vibrant and attractive. The oval shape symbolizes innovation and change.

4. Gateway:

Their trademark consists of a three dimensional box in cow print. This design is simple and unique. It signifies innovation and mystery. The simple and straight fonts of the business name make it compact and solid.

5. Sharp:

This is one of the simplest designs ever created. It consists of the business name in thick and straight fonts. The only factor that makes this image memorable is the bright red color of the brand mark.

6. Sun Microsystems:

Smart logos are appealing. The emblem of this famous corporation consists of four interleaved copies of the word “æsun”, which was designed by Professor Vaughan Pratt. The image was initially crafted in orange color but was later changed to purple in early 1990s. The current design is crafted in blue color. This trademark would have been suitable as an automobile manufacturer logo too.

In a nutshell, you will notice that all these brand marks are created to depict simplicity and sophistication. Their emblems do not have more than two colors which make them compact and solid. The text is mostly written in thick fonts. These images are given slanted or 3 dimensional effects that make them contemporary and tech-savvy.

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