

# Iheartlogos Season One: A Comprehensive Review

Iheartlogos is a popular podcast about the history and design of famous logos. The first season of the podcast, which aired in 2018, featured 10 episodes that explored the logos of some of the world's most iconic brands, including Nike, Apple, Coca-Cola, and McDonald's.

In this comprehensive review, we'll take a closer look at each episode of Iheartlogos Season One and discuss the key takeaways from each episode. We'll also provide our overall thoughts on the season and whether or not we recommend it to listeners.



## **iheartlogos season one** by Panos Kompatsiaris

★ ★ ★ ★ ☆ 4 out of 5

Language : English  
File size : 30124 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 250 pages  
Lending : Enabled



## **Episode 1: Nike**

The first episode of Iheartlogos Season One takes a look at the history and design of the Nike logo. The episode features an interview with Nike's former design director, Peter Moore, who discusses the inspiration behind the Swoosh logo and how it has evolved over the years.

Key takeaways from the episode:

1. The Swoosh logo is one of the most recognizable logos in the world.
2. The logo was designed by Carolyn Davidson in 1971.
3. The Swoosh represents the wings of the Greek goddess Nike.
4. The logo has been updated several times over the years, but the basic shape has remained the same.

## **Episode 2: Apple**

The second episode of Iheartlogos Season One takes a look at the history and design of the Apple logo. The episode features an interview with Apple's former design chief, Jony Ive, who discusses the inspiration behind the Apple logo and how it has evolved over the years.

Key takeaways from the episode:

1. The Apple logo is one of the most recognizable logos in the world.
2. The logo was designed by Rob Janoff in 1976.
3. The logo is a silhouette of an apple with a bite taken out of it.
4. The logo has been updated several times over the years, but the basic shape has remained the same.

## **Episode 3: Coca-Cola**

The third episode of Iheartlogos Season One takes a look at the history and design of the Coca-Cola logo. The episode features an interview with Coca-Cola's former design director, James Sommerville, who discusses the

inspiration behind the Coca-Cola logo and how it has evolved over the years.

Key takeaways from the episode:

1. The Coca-Cola logo is one of the most recognizable logos in the world.
2. The logo was designed by Frank M. Robinson in 1886.
3. The logo is a script logo that features the words "Coca-Cola" in a distinctive cursive font.
4. The logo has been updated several times over the years, but the basic shape has remained the same.

#### **Episode 4: McDonald's**

The fourth episode of Iheartlogos Season One takes a look at the history and design of the McDonald's logo. The episode features an interview with McDonald's former design director, Harold Williamson, who discusses the inspiration behind the McDonald's logo and how it has evolved over the years.

Key takeaways from the episode:

1. The McDonald's logo is one of the most recognizable logos in the world.
2. The logo was designed by Jim Schindler in 1961.
3. The logo is a golden arches logo that features the letter "M" in a distinctive shape.

4. The logo has been updated several times over the years, but the basic shape has remained the same.

## **Episode 5: Starbucks**

The fifth episode of Iheartlogos Season One takes a look at the history and design of the Starbucks logo. The episode features an interview with Starbucks' former design director, Howard Schultz, who discusses the inspiration behind the Starbucks logo and how it has evolved over the years.

Key takeaways from the episode:

1. The Starbucks logo is one of the most recognizable logos in the world.
2. The logo was designed by Terry Heckler in 1971.
3. The logo is a siren logo that features a topless woman with two tails.
4. The logo has been updated several times over the years, but the basic shape has remained the same.

## **Episode 6: Google**

The sixth episode of Iheartlogos Season One takes a look at the history and design of the Google logo. The episode features an interview with Google's former design director, Larry Page, who discusses the inspiration behind the Google logo and how it has evolved over the years.

Key takeaways from the episode:

1. The Google logo is one of the most recognizable logos in the world.

2. The logo was designed by Ruth Kedar in 1998.
3. The logo is a wordmark logo that features the word "Google" in a distinctive font.
4. The logo has been updated several times over the years, but the basic shape has remained the same.

## Episode 7: Our Book Library

The seventh episode of Iheartlogos Season One takes a look at the history and design of the Our Book Library logo. The episode features an interview with Our Book Library's former



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