



Apple Computer Inc. Historical Information

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# Background Info

## Apple Name / Logo

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1980s (?)

Ex Libris David T Craig



## BACKGROUND OF THE APPLE NAME/LOGO

In March of 1976, Steve Wozniak and Steve Jobs, the founders of Apple, finished their work on the Apple® I computer. Product bearing the mark APPLE was first used in commerce in April 1976. The mark was later registered in several classes in the U.S., the first being in International class 9 for "Computers and computer programs recorded on paper and tape" on November 29, 1977.

In June of 1976, Jobs and Wozniak, retained Regis McKenna as a marketing consultant who became involved in the confirmation and continued support of the company name. According to Mr. McKenna, the name "Apple" was chosen because it was different from the names of existing computer companies, started with an "A" and had some "scientific" reference in that Newton is said to have discovered the principle of gravity by watching an apple fall from a tree.

The company was incorporated under the name "Apple Computer, Inc." on January 3, 1977 for three main reasons:

1. The name began with an "A"; therefore, it would appear early in any directory;
2. It has a verbal dichotomy in that one would not normally associate apples with computers - this dichotomy was thought to be memorable enough to give a marketing advantage.
3. The use of "Apple" as our trademark gave a positive feeling. At that time, computers had a boring and rather negative perception amongst the public and it was felt that as apples are generally liked, this would generate a positive feeling. Computers, in fact, were represented by the term "big brother" and conveyed a non-personal and dehumanizing factor. The "apple" was not only non-threatening it also had a "healthy" connotation - "An apple a day keeps the doctor away". The name "Apple" connoted a warm, personal image.

The Apple Logo as seen today was also designed in 1977 by Rob Janoff, art director of Regis McKenna Advertising. The logo was later registered in several classes, the first being International class 9 on March 6, 1979.

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