AVENGERS

The *Avengers* logo has the unenviable task of representing some of Marvel's biggest stars under one collective banner. So how do you create a logo for a group of super heroes who all have their own distinctive identities? Keep it simple. When *Avengers* #1 hit stands in 1963, the cover sported a generic logo that had few quirks aside from the half-serif topping the letter *A*. This design represented the band of mighty super heroes until issue #96 (1972), when letterer Gaspar Saladino changed the lettering and added a few iconic details. Saladino's *A* stretched to the top of the page and dipped down below the cover box. As an added flourish, he replaced the crossbar with an arrow pointing right. Saladino's design was so striking it has remained part of the *Avengers* identity up until today, even crossing over into the Marvel Cinematic Universe. That's not to say designers didn't try to experiment along the way. In 1982, the book ditched Saladino's design for a more minimalist look. Over the next few years, artists tweaked the logo's kerning and stroke width, but it remained mostly unchanged until 1985 when a new logo appeared on issue #256 featuring a dramatic underline connecting the *A* and *S*. The *Avengers* logo saw one last major change in 1994 with a clunky, serif logotype highlighted by a thick drop shadow. The most current version features a long, slanted *A* with an arrow crossbar that clearly borrows from Saladino's early design language.

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