

DR PEPPER LOGOS

During the company's first 100 years, Dr Pepper Company has created a distinct image for Dr Pepper through a selection of type and logo shapes .



1885

Each logo represented its appropriate time period and was updated if the logo was perceived as out of date or resembled another brand's logo.

From the earliest logo, thought to be Morrison's own handwriting, to the 1985 Centennial logo, Dr Pepper Company's logos have always been as unique as the product they represented.



1891



1905



1913



1923



THE DOCTOR'S FAVORITE CASE
.....HOME TREATMENT FOR FATIGUE



1926



History of the Dr. Pepper Period.

When Dr. Pepper was first sold in 1885, the brand name was spelled with a period because it was named after a real doctor. For decades, as the product grew in popularity, the period appeared in several versions of the logo.

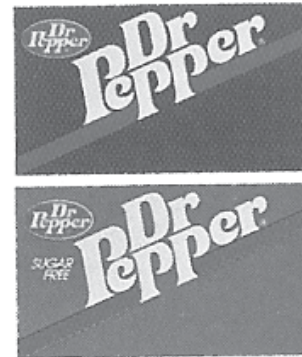
In 1949, the Dr Pepper Company management determined that the old script logo with its tail was too busy, so a massive research and design program was undertaken to find a logo that would read well on bottle crowns only 1-inch wide. At that time, most soft drinks were sold in 6 1/2-ounce bottles from an iced cooler where only the crown of the bottle could be seen. Legibility was crucial to sales.

A modern, sans serif type style, one of several hundred designs proposed, scored well in consumer response tests, but there was one problem. In this face the "Dr." looked like "Di:". In May, 1950, it was decided to drop the period which would improve readability of the logo. New designs were introduced in 1957 and



1961; 1971; the current style debuted in 1984, but none included the period.

A special centennial logo was designed in 1985 to commemorate 100 original Dr Pepper years. There is no period in Dr Pepper today, but that unique and delicious taste will always remain.



The year 1985 marked 100 years for the Dr Pepper Company. At that time, there were approximately 500 franchise bottlers and one corporate-owned plant which produced and distributed Dr Pepper in the U.S. and nine countries. Early that year, the Dr Pepper Company sold its corporate-owned plants in Houston, Dallas/Ft. Worth and its Gulf Coast operations stationed in Mobile, Alabama

and Pensacola, Florida.

Over 100 years or originality have stemmed from Morrison's Old Corner Drug Store into homes and fountain outlets all over the world. Not a cola or a root beer, Dr Pepper is a blend of 23 flavors, plus other ingredients, which create the distinctive and unique flavor that is a product that has not successfully been copied or imitated.