

The logo journey of Thomas Cook

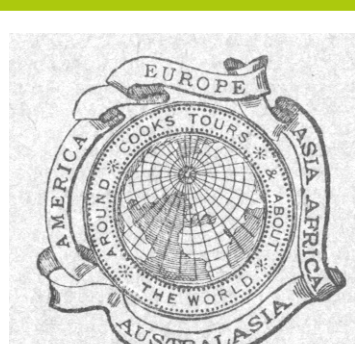


1880 - 1914



Introduced in 1880, the globe symbol appeared on a handful of brochure covers in the late 19th century. Its use became more widespread after 1900 and it also featured on the cover of 'The Traveller's Gazette', Thomas Cook's monthly travel magazine, from 1902.

1914 - 1928



A fifth continent, Australasia, was added to the ribbons around the globe in 1914, to reflect Thomas Cook's expanding global business.

1919 - 1930



The "flying globe" logo was introduced after World War One, but it only appeared in certain markets, such as America, France and South Africa. It was not used in Britain.

1928 - 1930



A fifth ribbon was added to the globe symbol in 1928, and "Cook's Tours" became "Cook's Travel Service" - showing that Thomas Cook could offer its customers far more than package tours...which had in fact been true for more than 50 years!

1930 - 1935



The simpler TC&S (i.e. Thomas Cook & Son) symbol replaced the globe in 1930. It was mainly used on Thomas Cook's Continental brochures during the 1930s.

1935 - 1939



The ship logo and "Cook's For Travel" slogan were introduced in the mid-1930s. They appeared chiefly on Thomas Cook's British brochures and publicity material.

1947 - 1974



Introduced after World War Two, this symbol combined the scallop shell emblem of pilgrims with the winged helmet of Mercury, Messenger of the Gods. A globe was also included for good measure. This logo featured on company letterheads and shop windows rather than brochure covers...although it did sometimes appear within brochures.

1947 - 1955

COOK'S WORLD TRAVEL SERVICE

This strapline was also introduced after the Second World War. It was used - in various colours and typefaces - on the front covers of our brochures until the mid-1950s.

1955 - 1974

COOKS

The word "Cooks" - again in various colours and typefaces, but without an apostrophe - appeared on our brochure and marketing literature from the mid-1950s until the early 1970s.

1974 - 1989

Thomas Cook

A new corporate identity - the words "Thomas Cook" in "flame red" - was adopted for the first time in 1974.

1989 - 2001

Thomas Cook

In 1989, with the growth of the Thomas Cook Group's prominence, a consistent standard was required. The revised identity, launched in October 1989, saw the introduction of the red brick logo and a standard Thomas Cook Red.

2001 - 2013



In 2001, following the acquisition of Thomas Cook by Condor & Neckermann, a new logo was introduced, combining the Thomas Cook name with the blue and yellow (representing sea and sun) "holiday" colours of C&N.

2013...



Thomas Cook

In October 2013, the Thomas Cook Group of companies unites for the first time in its history under one identifier (the 'Sunny Heart') and celebrates the launch of new, differentiated products and innovative online tools.

Let's go!

to thomascook.com