

Why is the Apple logo a defective apple, not intact

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One of those theories is that the three Apple co-founders Steve Jobs, Steve Wozniak and Ronald Wayne, decided to choose the company logo as an apple that was bitten in memory of Alan Turing and his contributions. your.



If you do not know, Alan Turing is the person who laid the first foundation for modern computers today and pioneered the study of artificial intelligence. He also deciphered the numbers during the German War. At the end of his life, Alan Turing nearly went to jail and was mocked for being gay. On June 7, 1954, Alan Turing ate an apple containing cyanide, a powerful substance that can kill an elephant, to put an end to his life.

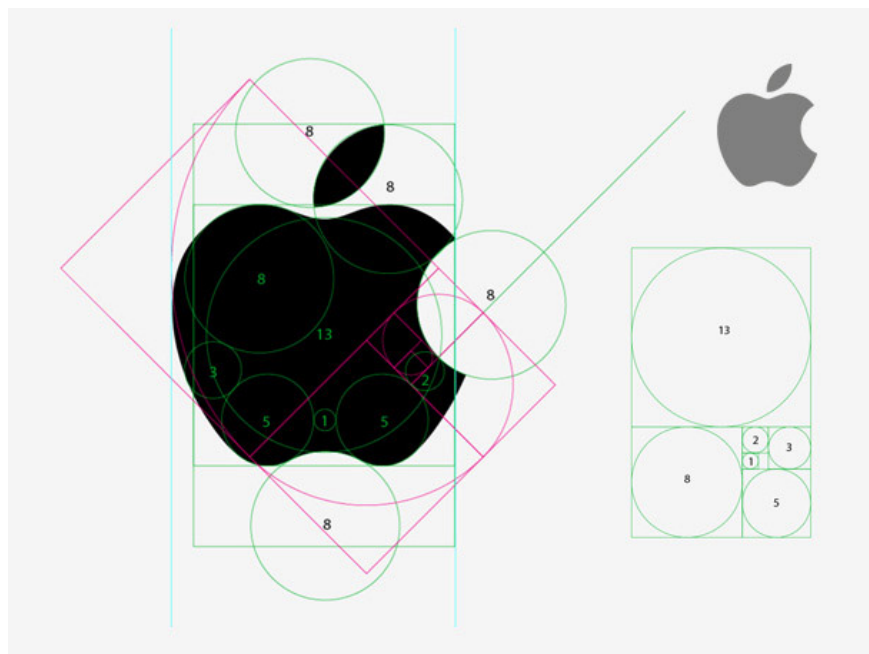
Another widely accepted theory is that the apple symbol represents knowledge in the Adam and Eve story. It could also be an apple falling from a tree to help Isaac Newton find gravity.

However, Rob Janoff, who designed the logo, denied all of these theories. Rob Janoff said he liked the story of Turing, he didn't know it before. When designing the Apple logo, Steve Jobs didn't even send him specific requests. The reason Apple's apple has a bad bite is to create awareness. The bite will be a measure to help the viewer recognize that it is a big apple, helping the logo not to be confused with the small cherry fruit despite appearing in small size.

How is the Apple logo designed?

Apple logo is not designed as simple as many people think, it is designed according to the golden ratio principle with a rectangle and Fibonacci integer sequence.

The overall size of the apple is divided into yellow rectangles. The small squares inside, the apple's two-headed curves and the right defect all strictly follow the Fibonacci sequence.



How much does it cost to design an Apple logo?

More than 40 years ago, Apple spent \$ 50,000 to have a simple, beautiful, bold logo of the company and used on its product lines from its inception until its inception. nowadays.

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