



BELKIN

Belkin International, Inc., is a manufacturer of computer hardware that specializes in connectivity devices, headquartered in Playa Vista, Los Angeles, California. Belkin sells in both the consumer and the commercial business-to-business (B2B) market, with various product lines including routers, iPod and iPhone accessories, mobile computing accessories, surge protectors, switches, hubs and other peripherals. Belkin has become one of the fastest growing companies in the world, with over 1,000 employees and sales topping \$1 billion. They are primarily in the connectivity business.

In 2012, Belkin unveiled a new brand identity at the 2012 International Consumer Electronics Show (CES) in Las Vegas.

The logo comprises of the following elements

- The logo utilizes a series of dots of various sizes to create the image of a person. That design is in line with their philosophy of taking inspiration from people. The connect the dots theme also goes well with connecting with people.
- The new logo is also called PIP, People Inspired Products
- The font for Belkin has changed to a lower case font and more contemporary as some others have done recently such as [Seattle's Best Coffee](#) and [Jack in the Box](#) .

The new logo is a huge change from their current logo which is just the word BELKIN in a simple font. The new logo could be used in interesting ways in their products such as putting it in front of an LED and lighting up the logo. I think it will look cool in a dark room. Imagine a rack

full of shining blue people with REM's "Shiny Happy People" playing in the background..

The logo was design by Wolff Olins.

Their chief brand officer put out the following Press Release as well. *"The new Belkin logo, affectionately named PIP for People Inspired Products, symbolizes our commitment to take inspiration from people, and acknowledges the connection between people and the experiences they value most. In a future where connectedness will only increase, our products have one common goal, to ensure that technology exists to serve people, and never the other way around."*

- Chief Brand

Officer Ernesto Quinteros

[More World Famous Logos :](#)
[More Technology Logos](#)
[Logo Parodies](#)