

## THE EVOLUTION OF AN ICONIC SYMBOL

1940s



**About the 1940s Logo:** Aside from CBC/Radio-Canada's current logo, its first emblem was its longest lived. This symbol, created by Hortense Binette from L'École des beaux-arts de Montréal as part of a nationwide logo contest, represented both the French and English networks, Canada's geography, and the electrifying effect of new technology.

1950s



**About the 1950s Logo:** Because the original CBC/Radio-Canada logo did not reproduce well on early TV screens, the Corporation adopted this simple map design created by Jean-Paul Boileau, a builder and designer with Radio-Canada.

1960s



**About the 1960s Logo:** The multicoloured butterfly, designed by producer-director Hubert Tison, opened its wings to herald the dawn of CBC/Radio-Canada's colour television broadcasting in 1966. This "temporary" logo lasted eight years.

1970s



**About the 1970s Logo:** The outwardly expanding "C", created by prominent Canadian designer Burton Kramer, was intended to evoke broadcast signals spreading across the airwaves.