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VALIANT ENTERTAINMENT UNVEILS NEW LOGO

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08-15-2007, 07:30 PM

#1

MattBrady

VALIANT ENTERTAINMENT UNVEILS NEW LOGO

Press Release

Valiant Entertainment, publisher of the upcoming Harbinger: The Beginning hardcover collection featuring an all-new story by comics legend Jim Shooter, today unveiled the new Valiant logo. Designed by world famous corporate identity consultant Henry Steiner, the logo will be used in all media and will make its debut on the Harbinger: The Beginning hardcover.



Henry Steiner established one of the leading international brand consultancies Steiner & Co. in Hong Kong in 1964. He has designed for some of the world's most powerful and enduring brands, such as IBM, Hyatt Regency, Dow Jones, HSBC, Unilever (makers of such food and personal care products as Ragú and Dove), and had the privilege of designing the currency in Hong Kong. Born in Vienna and raised in New York, Steiner was educated at the Sorbonne and at Yale, where he studied with Paul Rand.

"We are honored to be working with design legend Henry Steiner on creating an updated and versatile version of the classic Valiant logo suitable for launching Valiant characters and stories in all media," said Jason Kothari, CEO of Valiant Entertainment.

Henry Steiner added, "My goal was repositioning the logo while preserving its brand equity. The new mark is both classic and dynamic, vivid and memorable. This was a big challenge and I imagined Valiant's many devoted fans looking over my shoulder; I believe they'll appreciate its timeless integrity and distinctive presence. It's now one of my favorite creations."

The new Valiant logo will debut on Valiant Entertainment's upcoming Harbinger: The Beginning hardcover collection arriving in stores on August 29th, 2007 and will brand all future Valiant Entertainment projects in all media.

About Valiant Entertainment

Valiant Entertainment, Inc. is a character-based entertainment company that owns and manages some of the most popular comic characters ever created across all media, including feature films, television, video games, new media, publishing, and consumer products. Since its creation in 1990, Valiant has sold over 80 million comic books, 8 million video games, and became one of the three leading comic character-based companies globally. In addition, the "Valiant characters are often called the most important characters created since the Marvel revolution of the 1960s." (Sequart, 2006) VALIANT™ characters include X-O MANOWAR®, BLOODSHOT®, HARBINGER™, ETERNAL WARRIOR™, DOCTOR MIRAGE™, NINJAK™, SHADOWMAN®, RAI™, and QUANTUM & WOODY™, among many others. Visit ValiantEntertainment.com for more information.

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WWE Action Figures

08-15-2007, 07:50 PM

#2

[DBHughes](#)

Awesome update of the classic! 😊



08-15-2007, 07:56 PM

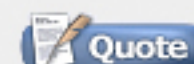
#3

[Johnny O](#)

Quote:

Originally Posted by **DBHughes**
Awesome update of the classic! 😊

Mota will be all over this! 😊 🤖 😊



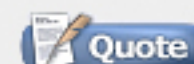
08-15-2007, 08:57 PM

#4

[KryptonSite](#)

I've seen much worse, but I admit I was pretty excited to see the "classic" Valiant logo back in its full glory.

Of course, I'm selfish. I want a whole Valiant line of comics.



08-15-2007, 09:04 PM

#5

[yensid](#)

I like the logo. Just enough of a change to make me believe in the future of this line.

When is the Hardcover supposed to ship out anyway?



08-15-2007, 10:10 PM

#6

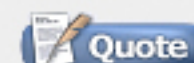
[Midas](#)

Quote:

Originally Posted by **yensid**
I like the logo. Just enough of a change to make me believe in the future of this line.
When is the Hardcover supposed to ship out anyway?

The press release says August 29th. I take this as a good sign that they'll actually be shipping it.

I'm just waiting for that jerk that trademarked all the character names to file the injunction...



08-15-2007, 10:18 PM

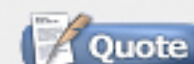
#7

[infoguy](#)

Quote:

Originally Posted by **Midas**
I'm just waiting for that jerk that trademarked all the character names to file the injunction...

book seems to be live on ebay already...



[Valiantman](#)

A limited number of copies of the book were on sale at Wizard World Chicago last weekend.

I have a copy that arrived today (thanks to a friend who went to Chicago), and it's a lot of book for \$24.95... very high quality product for the price. It is easily higher quality than the Dark Horse reprints of Gold Key Magnus and Solar, which retailed for \$49.95... great news for anyone on a budget. (photo of the book's cover, and dustjacket)

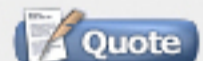
http://www.valiantfans.com/images/HTBHC_open.jpg

If you want to get a copy before August 29th, Valiant Entertainment has a few on eBay, they plan to mail them out at the end of this week...

<http://cgi.ebay.com/ws/eBayISAPI.dll...m=290150260749>

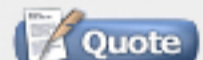
...or to save a few dollars, Amazon.com will have them on the August 29th release, currently \$16.47...

<http://www.amazon.com/Harbinger-Beginning-Jim-Shooter/dp/0979640903>

[hondo](#)

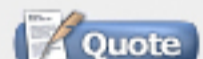
Yay yay yay yay yay yay yay yay yay yay !!!!!!!!

I love love love love love me some Valiant and just from the beautiful reinterpretation while keeping the classic vibe by a world reknown logo expert is a great sign to me that Valiant is in great hands ! Hopefully later when Valiant is a huge success, Gold Key or whomever has the rights to Solar, Magnus & Turok will license or maybe outright sell them the rights to completely rebuild the Valiant / Acclaim U again. I'd love to see the other Acclaim stuff too and build a meshed universe of both sets of properties. This is the best news I've read in a long time !!

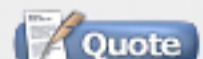
[mikesmash](#)

I really liked the new logo until I read Steiner's CV.

Then I thought to myself, 'that's all HE could do?'

[GeneralZodd](#)

Now if everyone who is a 'fan' goes and buys the hardcover, we may see a comeback.

[xomanowarfan](#)

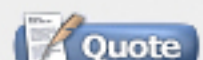
Looks good to me!! I like this better than DC's new logo, although that grew on me after Batman Begins....GIVE ME XO BEGINS🌐

<http://www.steiner.hk/about/aboutus.htm>

Im very impressed looking at this guys website. I wonder how much they paid for the logo. Don't designers usually do 5 or 6 designs for the company to pick from. And then do variations of the chosen one.

Having this done isnt cheap, ESPECIALLY with who they had do it for them!

VEI is into this big time!



[JimShelley](#)

What a beautiful update to the old logo! Very clean looking, but with just enough of a tilt to give it energy without junking it up.

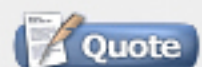
Best of all, no SWOOSH! (Logos with swooshes are so 90's.)

[More about passe Swoosh logos](#)

I was deeply saddened to see that DC had opted for using a swoosh for the update to their logo.

Glad they went with something better for Zuda. Sort of gives me hope that Zuda might be a little more forward thinking.

- Jim <- who has made *quite* a number of logos in the past 20 years. 😊

[vbartilucci](#)

I will admit, I was expecting some sort of action preventing this release. I'm happy to be wrong.

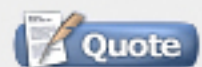
I'm ticking to my guess of no more than 5,000 copies.

Review of the new Shooter story please?

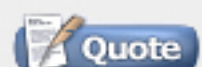
It looks like VE is selling off a lot of the stuff they got from Acclaim - back issues, videogames, etc. All at about cover price. Which, not for nothing, is way above what you can find it all for in quarter bins. They don't seem to add anything of value for that price. A certificate verifying the issue was a Valiant archive copy might make it worth it - give the issue a bit of cachet.

Why don't you pass that along, Greg?

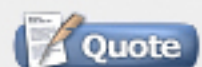
Last edited by vbartilucci : 08-16-2007 at 10:10 AM.

[SmileOnADog](#)

My appetite for this stuff is whettened. If that is even a word.

[chrishaley](#)

That's a nice update.



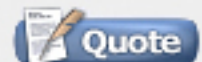
artiepants

Puts on designer hat: I like the type alright, and feel the mark is fantastic, but the integration of the 2 is pretty weak ~ looks very slapdash. The way the point on the compass rose is inside the negative space of the "V" makes me very "uncomfortable". Seems like it's kind of "vibrating" with all the fine points coming together, but jsut not quite touching, there.

honesetly, to me it's screaming to be laid out horizontaly, with the compass rose on either side of the type.

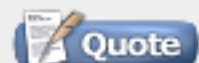
and the type really could have been stronger ~ looking at the classic logo's type, this really isn't an improvement.

but, again, the mark is EXCELLENT, and frankly could stand well enough on it's own.



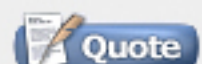
Valiantman I put this visual together in photoshop... 😊

http://www.valiantfans.com/images/logo_addition1.gif

The Passenger

Love the new logo. Bold and dynamic where the original was staid and derivative. I swear, when Valiant got started, I was seeing their compass design everywhere, specifically at a popular waste management firm. Love the Rai/Bloodshot nod, but the new font is too cute and bland for my taste.

Put me down for another slam of DC's tidybowl swirl...



[SmileOnADog](#)

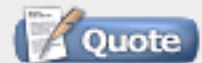
Quote:

Originally Posted by **The Passenger**

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Put me down for another slam of DC's tidybowl swirl...

I kind of miss the old "DC Bullet". And Marvel's got the most boring of all logos.

[artiepants](#)

Quote:

Originally Posted by **The Passenger**

Put me down for another slam of DC's tidybowl swirl...

Quote:

Originally Posted by **SmileOnADog**

I kind of miss the old "DC Bullet".

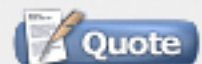
oh., man don't get me started. the current DC logo is sooo bad. it's going to look dated in like 2 years. The bullet was an absolute classic, the swirl, not so much.

Quote:

Originally Posted by **SmileOnADog**

And Marvel's got the most boring of all logos.

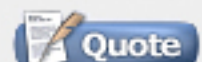
i think Marvels is clean and effective, and has become such a strong brand thanks to the way they did it in the movies and their consistency on their books. it's maybe not as "fun" as it could/should(?) be, but it's strong and recognizable.

[rodolfo leon](#)

seeing how Steiner works mostly for the Hong Kong market, could this be some kind of hint that Valiant have somehow a plan to develop its properties for the thriving Asian market?

just wondering why would a western design firm specialized in logos for Asian cultures, making western logos acceptable for asian markets and asian companies look more "western"... why would this company take on this job? why would the new Valiant pay THIS company over others?

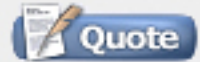
unless someone big at Valiant happens to be a former schoolmate, or related, to someone big at Steiner, i really have no idea why...



[alazar](#)

You people are kidding right? You are telling me you like the "NEW" logo?

Where is the brand recognition telling me what this company does?
It's not there. It can, could, represent anything.☹

[artjunkie](#)

Was reading this website last night: <http://www.valiantcomics.com/valiant.asp>
Good stuff there. Nice resources.

Was also reading about Valiant Comics on Wikipedia: http://en.wikipedia.org/wiki/Valiant_Comics

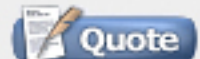
And they've got a image of all the Valiant logos over the last 17 years or so (which can't be displayed here) and I gotta say I prefer their classic 1st and 2nd ones.

Reading that stuff, though, I came to have an appreciation for the Valiant stuff that I did not have back in the 90s (I was a Marvel, Image and Vertigo teen/early 20-something through and through). I still hate the art they had (outsided of Joe Quesada on Ninjak and Bart Sears onwas it X-O?).

Although I prefer creating my own toys as a longtime "bedroom" comics writer, I could really have fun playing with that universe and its toys, albeit with a nice update for today's comics enviroment.

Color me Valiant-enlightened.

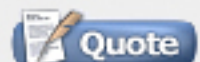
Last edited by artjunkie : 08-17-2007 at 11:29 AM.

[theodoros](#)

Quote:

Originally Posted by **SmileOnADog**
I kind of miss the old "DC Bullet". And Marvel's got the most boring of all logos.

Marvel does not have a logo. It's just a red word.



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08-18-2007, 02:36 PM

#26

[DJIcon790](#)

Quote:

Originally Posted by **Valiantman***A limited number of copies of the book were on sale at Wizard World Chicago last weekend.*

I have a copy that arrived today (thanks to a friend who went to Chicago), and it's a lot of book for \$24.95... very high quality product for the price. It is easily higher quality than the Dark Horse reprints of Gold Key Magnus and Solar, which retailed for \$49.95... great news for anyone on a budget. (photo of the book's cover, and dustjacket)

http://www.valiantfans.com/images/HTBHC_open.jpg

If you want to get a copy before August 29th, Valiant Entertainment has a few on eBay, they plan to mail them out at the end of this week...

[http://cgi.ebay.com/ws/eBayISAPI.dll...m=290150260749](http://cgi.ebay.com/ws/eBayISAPI.dll?...m=290150260749)

...or to save a few dollars, Amazon.com will have them on the August 29th release, currently \$16.47...

<http://www.amazon.com/Harbinger-Beginning-Jim-Shooter/dp/0979640903>



Good looking out on the ebay. I ordered mine off of that on Thursday and I got it in today! Very quick. Can't wait to open it later today.

[Quote](#)

08-18-2007, 07:07 PM

#27

[Peasily](#)

Steiner gets paid big bucks to do that? It looks like it was made in Adobe Illustrator in under 30 minutes!

The oblique lean is horribly unbalanced to the eye, and makes me feel dizzy. I can't look at it for more than a few seconds.

[Quote](#)

08-18-2007, 07:15 PM

#28

[SmileOnADog](#)

Quote:

Originally Posted by **theodoros***Marvel does not have a logo. It's just a red word.*

Exactly...

[Quote](#)

[Valiantman](#)

Quote:

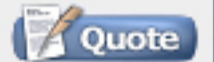
Originally Posted by **DJIcon790**

*Good looking out on the ebay. I ordered mine off of that on Thursday and I got it in today!
Very quick. Can't wait to open it later today.*

I just got a "shipment notice" from Amazon...

Looks like they're shipping the book already (even though it says "pre-order" on their site.) 😊

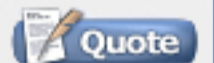
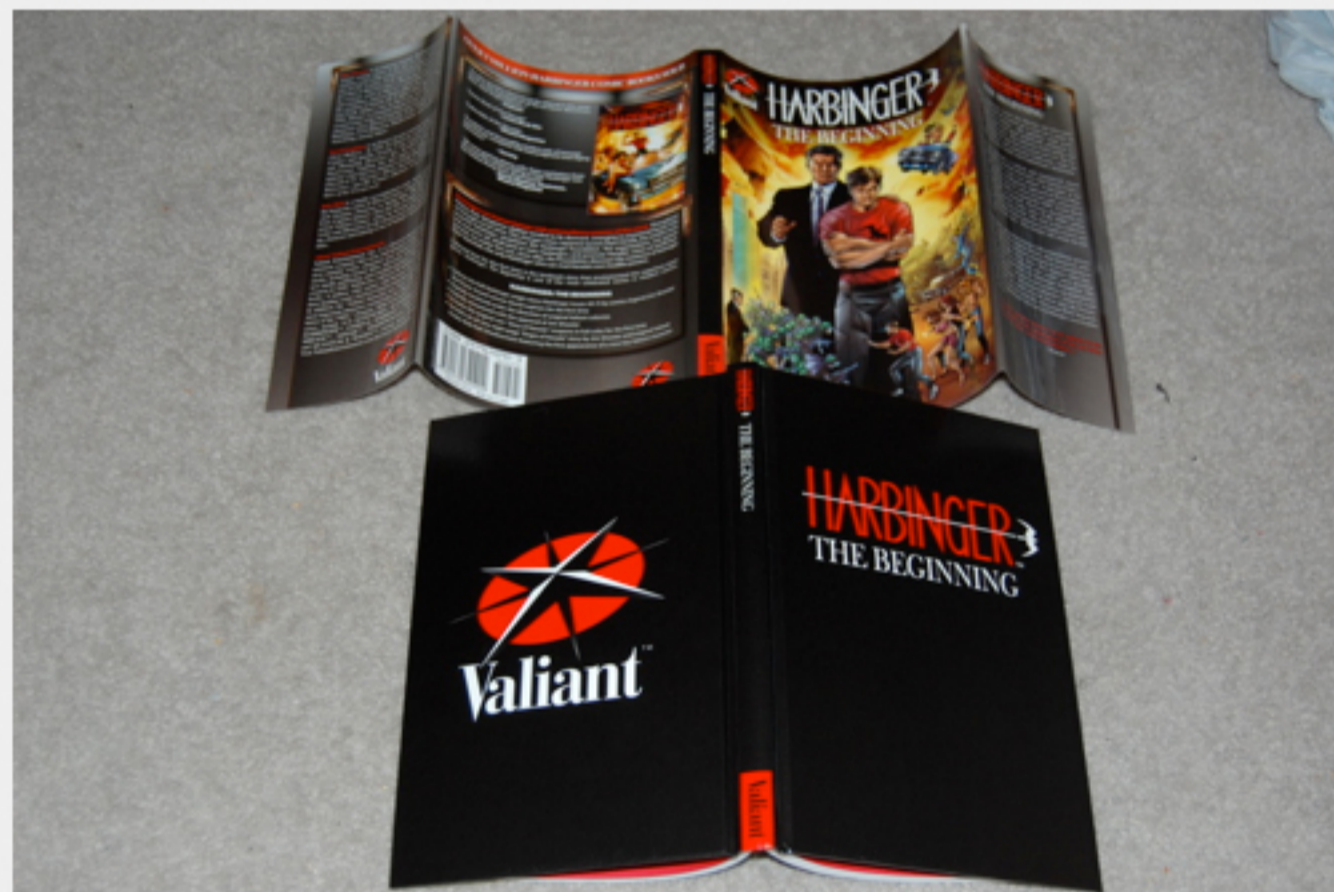
<http://www.amazon.com/Harbinger-Beginning-Jim-Shooter/dp/0979640903>



[MaxBlackwell](#)

In regards to the new logo from VEI, I am curious as to why the earlier images of the jacket cover have not been replaced with an update of the actual cover image.

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