An enduring mark of quality and trust

Since the distinctive oval logo first debuted, the mark has remained virtually untouched: enduring wars, economic upheaval, and decades of technological transformation. Now, as we prepare to launch a “new” DuPont for a new age, the time to renew and advance the logo has come.

1802
E. I. du Pont breaks ground on gunpowder mills along the Brandywine River in Delaware.



Early 1900s
The DuPont oval likely has its origins in the label for Eagle gunpowder. This was named for the ship *American Eagle,* which brought the du Pont family from France to the United States in 1800.



1907
DuPont commissioned artist G.A. Wolf to design the logo trademark. The original version included a ribbon with the words "Established 1802" that were later removed, as it was impossible to cut clear stencils for wooden kegs and boxes.



1909
The DuPont oval became the official corporate trademark in 1909. A version with the ribbon continued to appear on the annual report through 1956.

1918
DuPont began a major advertising effort with the opening of a permanent exhibit on the Atlantic City boardwalk in New Jersey.

The showcase included Dulux paint, Fabrikoid upholstery and fashions made of rayon.



1926
Product brands were occasionally placed over the oval, such as in this DUCO advertisement from 1926.



1930
The “Triple Oval” was developed when DuPont began to expand into China.



1935 - 1980
The "Better things for better living...through chemistry" advertising slogan began on a weekly network radio show and remained in use on DuPont ads for more than four decades.



1948
The proportions and layout of the DuPont oval were mathematically defined and standardized in 1948, when an internal audit revealed that more than 45 variations of the oval were in use within the company.



1981
The words “through chemistry" were dropped from the corporate tagline in 1981 with the acquisition of Conoco. This change reflected the broader scope of the company.



1993
DuPont sponsored the Hendrick Motorsports #24 Chevrolet for nearly 20 years. After winning four Winston Cup championships, the blue-and-white oval on the car's livery became one of the most recognizable versions of the mark at the time.



1995
The registered trademark symbol ® replaced "Registered U.S. Patent Office” to protect the mark.

1999
The “Miracles of science” campaign signaled a major change in corporate brand positioning to reflect a push into life sciences and a strategy of combining biotechnology and classical chemistry.



2011
The launch of a new brand platform, “Welcome to the Global Collaboratory,” showcased how DuPont applies its scientific knowledge and expertise to the world’s greatest challenges. A colorful logo “Brand Bar” helped unify brands in the portfolio, including Kevlar®, Tyvek® and Danisco®.



2015
In 2015, DuPont and Dow entered into a “merger of equals” with the intention of creating three independent companies. The DowDuPont Specialty Products Division continues to carry the name DuPont.

2018
The new DuPont, with its focus on innovation and specialized solutions for diverse markets, introduces a new company purpose and refreshed brand identity. It is the first significant update to the DuPont logo in more than 100 years.

For examples of television or high-resolution print advertisements shown here, please contact
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