

1884-1920s

Marspen was introduced in the 1920s as a sub-brand of Marks & Spencer. To reinforce our brand, we introduced uniform signage and colour schemes in stores and used variations of 'Originators of the Penny Bazaar' on our products.



1928

St Michael was a brand created by Simon Marks, son of Michael Marks who was the founder of M&S. Only products made to M&S specifications carried the St Michael branding, so it became known as a quality mark.



1930s

The illustration above featured on our paper carrier bags, reinforcing our reputation for quality. We opened lots of new 'Super Stores' at this time, posters in-store promoted the M&S values of Trust, Quality and Value.



1940s

During the Second World War very little advertising could take place, store windows were covered for 'black out' and paper rationing reduced the size of newspapers. Most of our wartime clothing carried the Utility Scheme label (top left), and by this time the St Michael logo was green and sometimes contained within a shield shape.



THIS 'NEW LOOK' WILL BE CARRIED INTO THE HOMES OF MILLIONS...

BY Easter there'll be a new look on Marks & Spencer's bags and carrier bags—a much bigger insignia bearing the additional words "St. Michael, the brand name of" followed by the present "Marks & Spencer."



1950s

In 1951 the St Michael logo changed from a simple font to a handwritten style, all goods sold at M&S now carried the St Michael brand. It also featured prominently on carrier bags and from 1959 was described as 'the brand name of Marks & Spencer' with the strapline 'You can buy St Michael only at Marks & Spencer.'

MARKS & SPENCER LTD.

1969



St Michael®



St Michael
REGD.
THE BRAND NAME OF
Marks & Spencer

1960s

Our branding changed very little through the 1960s. Cinema adverts were our key form of advertising in this period. For several years almost our entire marketing budget was spent on Hollywood-inspired cinema adverts with lavish sets and big musical performances.



1970s

The St Michael logo was updated to suit the fashionable design style of the 1970s. Our Young St Michael range, aimed at young people was introduced with its own logo and branded carrier bags.

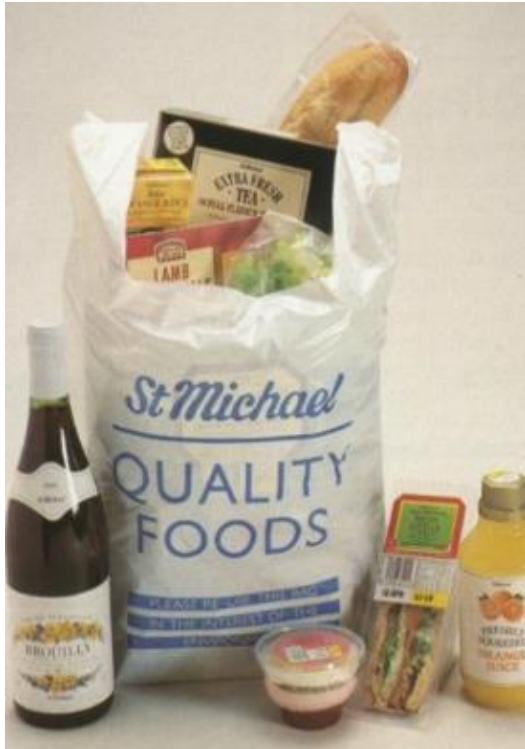
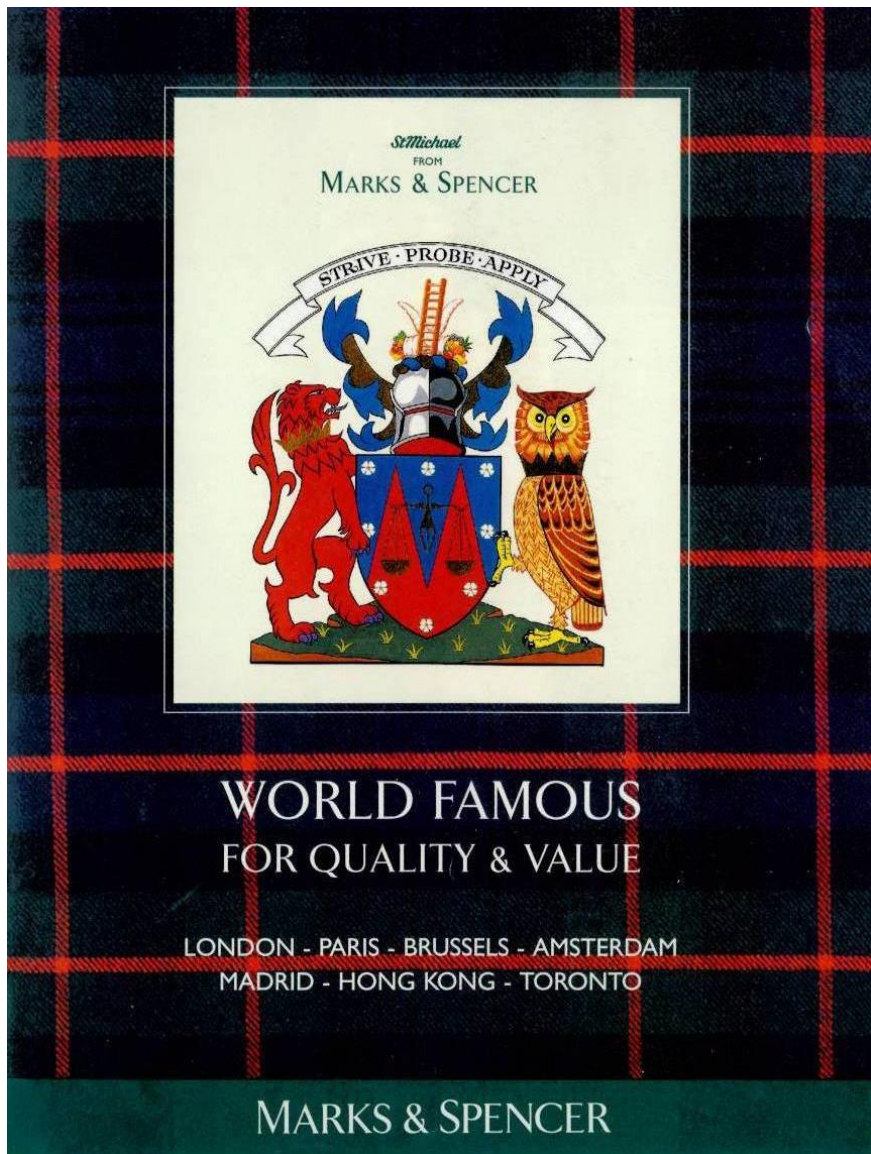
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1980s

'Quality' and 'British Made' continued to be the core messages to our customers.



1990s

The main message to our customers throughout the 1990s was 'Quality, Value, Service' – which featured on advertising, in-store and carrier bags.

YOUR M&S

Only at
YOUR M&S



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2000-2014

In 2004 we updated our logo and introduced 'Your M&S', bringing a new focus on the customer to our branding. In 2009 we celebrated our 125th anniversary with the 'Celebrating 125 Years' campaign which had the strapline 'Quality Worth Every Penny'. In 2011 we adopted the 'Only at' tagline, focusing on innovation and exclusive products.

M&S

EST. 1884



M&S **ARCHIVE**

MARKS & SPENCER

2015-2023

The 'M&S Est.1884' logo was introduced in 2015, reflecting the value that we and our customers place on our unique heritage. A clean, modern font and monochrome colour scheme were adopted as part of the re-brand.