

Evolution of the SBC and AT&T Brands: A Pictorial Timeline

A series of corporations controlling Alexander Graham Bell's patent rights is organized beginning in 1878. The first, Bell Telephone Co., is soon superseded by National Bell Telephone Co., which is replaced with American Bell Telephone Co. These firms supply telephones to their licensees across the country, including the Southwestern Telegraph and Telephone Co. (formed in 1880), who, in turn, rent them to local subscribers (in this case, to Arkansas and Texas customers).



The first Bell logo is adopted by AT&T. Angus S. Hibbard, the company's general superintendent, conceived the design. In a corporate reorganization, AT&T acquires the assets of its parent, American Bell Telephone, and becomes the new owner of the local Bell operating companies nationwide.





1939

Southwestern Bell Telephone Co. is formed. One year later, it adopts the third Bell logo, instituted with the words "Bell System" placed inside the bell itself. The logo design is eventually used by all local Bell companies.



Southwestern Bell



As the result of the 956 consent decree barring AT&T from engaging in unregulated businesses, the company limits its endeavors to special projects for the federal government and to operating the national telephone system. The fifth logo is installed for use by local Bell System companies in 1964, followed by the sixth and final Bell logo in 1969.



Southwestern Bell Corp. is renamed SBC Communications Inc. at its annual meeting of stockholders and adopts a new logo. The five-state SBC region includes Missouri, Oklahoma, Kansas. Arkansas and Texas.



AT&T acquires TCI and MediaOne, which form the foundation of assets that become AT&T Broadband. The globe symbol is redesigned to convey added dimension and depth. The following year, its network data traffic will exceed voice traffic for the first time.



SBC Communications Inc. and AT&T embark upon a historic industry merger, marking the beginning of a new era of capability, innovation and convenience in global communications and entertainment services. In October, SBC announces that the combined company will be called AT&T, Inc. The new AT&T logo was unveiled following the merger close in November 2005.

1885 1900

1920 - 1921

1964 - 1969

1997

2005

1880 1889

American Telephone and

established as a subsidiary

of American Bell Telephone

connects remote exchanges

and is popularly called "the

long distance company."

Co. Through a first-of-its-

kind network, the firm

Telegraph Co. (AT&T) is

TUSS TELEPHONE



The second Bell logo is introduced to convey the growing interconnection between local and long distance service. It is adopted by the local Bell telephone companies, with their names appearing at the top within the double circle, including the Southwestern Telegraph and Telephone Co. AT&T remains the head of the Bell System until its breakup 84 years later.





The fourth Bell logo is inaugurated with minor modifications to the typeface. In an era of cutting innovation, AT&T has taken telephone service both transatlantic (1927) and transpacific (1934) and operates the country's first example of television (1927). By 1947, AT&T will offer mobile telephone service and enable the nation's first broadband transmission through installation of coaxial cable in the network. Its scientists will develop the concept of cellular telephony, as well as invent the transistor.



1983

Southwestern Bell Corporation

1995

AT&T agrees to divest its local phone companies, and Southwestern Bell Corp. (SBC) is incorporated as one of seven regional holding companies in anticipation of the AT&T divestiture and retains the bell in its logo.



To mark the restructure, a distinctive AT&T globe logo is designed symbolizing a world circled by electronic communications. Later that year, in conjunction with Ameritech, AT&T launches the first commercial cellular telephone system in Chicago.



1998

SBC Communications Inc. completes its \$16.5 billion purchase of Pacific Telesis Group, capping the first acquisition among the regional holding companies. The new company provides wireline and wireless services to seven states, including the nation's two most populous (California and Texas). The stylized Pacific Telesis "access" button is added to the logo's "B" to mark the combination.

One year later, SBC
Communications Inc. will
merge with Southern New
England Telecommunications Corp. in a \$6.5 billion
deal and, in 1999, will close
a \$75 billion acquisition of
Ameritech Corp., extending
its footprint to its current
total of 13 states and
representing roughly
one-third of the nation's
telephone lines.