Marvel Comics was started in 1939 by Martin Goodman in New York City, United States.

Since 2009, the current parent business has been the Walt Disney business.

Film genres include superhero, action, science fiction, and fantasy. MCU = Marvel Cinematic Universe.

Logo reflection: Modern, dynamic (turning comic pages/hero shots) aimed for enthusiasts of comic books and blockbuster movies.

Revenue (previous year): Disney does not break out Marvel individually, yet MCU films make billions (e.g. Avengers: Endgame made $2.8 billion globally).

Distribution: Mostly Disney (through Walt Disney Studios Motion Pictures), with early films co-produced by Paramount and Universal.

Recent events include Avengers: Endgame (2019), the highest-grossing picture at the time, and Spider-Man: No Way Home (2021).

Challenges/controversies include vfx labour disagreements, superhero weariness arguments, and Jonathan Majors' legal troubles, which impact Kang's plot.

Logo meaning/intention: Comic-book tradition (turning pages), developing to highlight MCU heroes while emphasising legacy and innovation.

Logo changes: Early 2000s: Simple comic-style "Marvel" text.

Post-Disney (2012+): Hero montages, turning pages, and current 3D effects to match the MCU's theatrical scale.

Why: Brand growth, focusing on cinema franchises rather than simply comics.