

DC applied for a new logo trademark recently, to much internet dismay. The new DC "peel" logo as some call it may be closer to its debut then we think. Rich Johnston over at Bleeding Cool, who reported the new logo wrote this morning that a relatively reliable source close to DC Comics said that the new logo was announced to DC Comics staff in New York last week. Johnston stated: "I'm told that the consensus is that the logo works well as an animated item, but less well as a static logo, that might appear on printed books, signage and the like. And certain editors more committed to print, found themselves in an usual alliance against the new logo. I'm told that that the plan (at least it was, last week) is to announce it very vocally, visibly, animatedly and colourfully, on Wednesday this week." The new logo, still not released in

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