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Digital Media Foundations E080
Nintendo Logo History.

The year is 1889, Kyoto Japan is the birthplace of a man known as Fusajiro Yamauchi. It is also the birthplace of a company that we know today as one of the biggest entertainment companies known as Nintendo. From memorable games like Super Mario and Donkey Kong to entertainment systems such as the NES, SNES, Wii and finally the most recent, The Nintendo Switch. However the company wasn't always a video game entertainment based entity, in fact at one point it made cards. These were called Hanafuda cards also known as Japanese playing cards. Forty Eight cards, divided into twelve suits of four cards. Each suit of cards represents a month of the year with flowers that are commonly shown with that month.

During this time the logo was quite different to the one we know as the Nintendo Logo, as it is now the logo is what is known as a word mark. However it wasn't always like that. In fact it changed quite a bit but a word mark is where it all began. The characters on the very first word mark had a meaning which was taken differently by many people but the basic meaning that everyone can come to is "Leave fate to heaven" or "Leave luck to heaven." This being the case the story of Nintendo is one quite similar to this as no one would've guessed that it would go so far. The cards were often used to play games of luck therefore giving the reasoning as to why the logo means what it means however, when said out loud the characters say Nintendo. Nintendo playing cards is where it all began. Now through all of my research I have not found a sole person responsible for taking credit for the concept nor design for any of the logos. Which makes things very difficult to say the least while needing this paper to be about the history of the logo and those details pertaining to the conception of it. So here I will give you a brief rundown about how and why the logo came about and each of its incarnations. Thus ending the brief discussion about the 1889 logo where it all began, on to the next one.

Nintendo has always been a company to innovate and try to find new things to keep itself afloat. Fusajiro had no male heir to his company therefore he had to adopt his son in law as in Japanese culture at that time the male heir must carry on the family legacy and only a male heir is able to do so. Fast forward to 1950 Hiroshi -Sekiryō's grandson, Sekiryō is Fusajiro's son-in-law- would take over the company as the third president of Nintendo, Now why is this important? Well you see he had many western influences and wanted the best for his family's company so he came in swinging doing mass layoffs and producing western style plastic cards and even having a deal with Walt Disney company to produce western style playing cards with all time memorable characters on them.

During the 60s Nintendo hit a snag in their business model and needed to change it up a whole lot in order to try to survive and their logo would change as well almost mimicking their actions the logo looked very different and was overall the most outside looking logo. This was caused by the adult market changing and after a while of investing and love hotels the company settled with the child market with toys and the start of their video games. From this point forward the logo goes through a wide variety of changes in order to try and find their footing along with this

nintendo begins to make a name for themselves in the world as a video game company with many different big names being invented such as Jumpman who would later become Mario and Donkey Kong. (Thus sparking the decades long battle between the two that would be explored very subtly in video games). Resulting in a very recognizable logo, the 1983 red letter and white background logo. This logo hasn't really been challenged, the most is that time during the 2000s to mid 2010s where it was gray but that was mainly seen on Wii products as I still have mine and they show the gray version of the 1983 logo. Now the most recent logo is just the inverse of the 1983 logo. The reason for all of this is to say that this company has been around for over 100 years and won't be going anywhere anytime soon, Fusajiro left his fate and luck to the heavens and he went from being the best hanafuda maker in all of Japan to being the first ever President of a multibillion dollar company that still has his traditional Hanafuda cards.



Hanafuda, meaning "flower cards," is a traditional Japanese card game that dates back to the 1500s. It is said that the modern design of the card set was created in the mid 1700s. Nintendo started out as a manufacturer of Hanafuda cards in 1989.

Koi-Koi!

Koi-Koi is a two-player game that is played with Hanafuda cards. It requires a sharp mind, strategic thinking, and risk-taking in the spirit of friendly competition. It is truly a classic brain training game.

Players: 2

The Deck:

Koi-Koi is played with a deck of 48 cards.

Goal:

The goal of Koi-Koi is to earn points by making sets as fast as you can. Unlike poker, whoever makes a set first can win a game. A full session is 12 games, and the player with the most points after 12 games is the winner.

Choosing a Dealer:

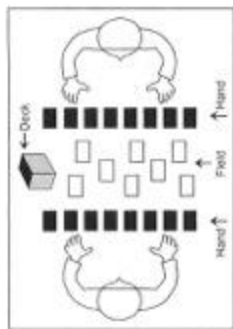
Players will choose one of the cards face down, and the player who has the earliest month card becomes the dealer (also called "oya," meaning "parent"), who takes their turn first. Try not to choose the "parent" in any other way, as this is the authentic way of choosing the dealer in Koi-Koi.

Playing the Game

The dealer will deal two cards at a time in order of the player, field, and dealer. Deal eight cards face down for each player, and eight cards face up in the field in-between. Place the remaining deck of cards to the side of the field face down.

After the players look at their cards, the game will begin with the first player (the dealer) taking one card from their hand and placing it face up on the field. If the card matches the month of any of the cards on the field, the dealer takes the pair. If there are no matching cards on the field, that card will remain on the field face up. The player will then pick a card from the top of the remaining deck, and again if there is a card of a matching month on the field, the two cards will become a matching pair. If not, the card will be placed on the field face up. The player takes the matching pair, if they have any, and places them face up in front of them, ending their turn.

Continue to take turns playing until one of the players comes up with a set. Tally the points scored for that set, and continue playing with a new game, with the winner becoming the dealer. If either player is unable to make a set and their cards run out, the game is a draw and the other player becomes the dealer in the next game.



The Koi-Koi

After you make a set you can either end the game there and earn the points for that set, or if you think you can get another, you can call "Koi-Koi" and keep playing to get another set. Be careful though, because if your opponent makes a set after you call Koi-Koi before you make your second set, the other player will double their points, and the game will end. Koi-Koi can only be called once per game.

Multipliers

If your sets total 7 or more points in a single game, you earn a multiplier and get double points! This is where you can win big, so rack those points up!

Lucky Hands

If the sets below are already made in your hand when the cards are first handed out, that player who has these points and the next game will begin.

***Four Hands**
When there are four cards of the same month: 6pts

***Sticky**
When there are four sets of two cards from the same month: 6pts

Special Card

The Chrysanthemum and Peonies Plant card can be used as a 10 or a 1-point card.

The Sets

Obtaining one of these sets will earn you points and give you the opportunity to claim victory, or call "Koi-Koi!"

① Five Lights (10pts)



② Three Lights (5pts)



③ Donkey Kong, Wario, Paragoomba (5pts)



④ Blue Scroll (5pts)



⑤ Scrolls (1pt)



⑥ Red and Blue Scroll (10pts)



⑦ Four Lights (8pts)



⑧ Blossom Viewing (5pts)



⑨ Red Scroll (5pts)



⑩ Beads (1pt)



⑪ Basic (1pt)



The Cards

The 12 types of cards represent each of the 12 calendar months. Cards of the same month are represented by the same plant, and each month has its own unique elements.

January: Pine & Nuts February: Peach Blossom & Yash March: Cherry Blossom, Barret, Luigi April: Wisteria & Larkspur May: Iris & Blossom June: Penny & Paragoomba July: Bush Clover & Donkey Kong August: Pinecone Grass & Dio Sep: Chrysanthemum & Peonies Plant October: Maple & Wino November: Willow, Princess Peach, Toad December: Pinecone & Flower	Jan 10pts 5pts Feb 10pts 5pts Mar 20pts 5pts Apr 10pts 5pts May 10pts 5pts Jun 10pts 5pts Jul 10pts 5pts Aug 20pts 10pt	Sep 10pts 5pts Oct 10pts 5pts Nov 20pts 10pts 5pts Dec 20pts
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PRINTED IN JAPAN ©2008 NINTENDO



1889



1950

Nintendo

1960



1964

NINTENDO

1964

NINTENDO

1965



1965

Nintendo

1967



1968



1970



1975

Nintendo

1975



1983



2006



2016

Credits to [Turbologo](#) for providing this great map of the logos used by this 130 year old behemoth of a company.

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